

Pasadena

2004 0473

DRAFT LAND USE ELEMENT UPDATE, JUNE 2004
TEXT

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I. THE COMPREHENSIVE GENERAL PLAN ELEMENTS

BACKGROUND

California law requires each city and county to adopt a comprehensive, long-term, internally consistent general plan. The law requires that, at a minimum, the general plan identify issues and provide policies for seven broad areas, called "elements": land use, circulation, housing, open space, conservations, noise and safety. The law permits other issues to be addressed, either within the required elements or as additional ones. The law requires that day-to-day decisions of a city follow logically from and be consistent with the general plan.

General plans provide the overall framework for translating broad community values and expectations into specific strategies for managing growth and enhancing the quality of life. Also, general plans contain estimates of future population, housing and employment, which serve as the basis for infrastructure and service planning. As underlying assumptions change and events unfold, general plans should be regularly reviewed and updated so they remain realistic documents to achieve the community's vision.

THE CITY OF PASADENA COMPREHENSIVE GENERAL PLAN PROGRAM

The City of Pasadena's General Plan was updated in 1994. The 2004 Update of the General Plan is based on the 1994 Plan. The 1994 Comprehensive General Plan Revision Program was a direct response to the growth management issues that preoccupied the City during much of the 1980s. The revision program was designed to provide a unified vision for the future of the City. It is a vision that is shaped and driven by community values and reflects the input of Pasadena residents.

In 1989, the voters approved the Growth Management Initiative (GMI), which placed annual caps on the amount of residential and nonresidential development which could be approved, and required projects not exempt from the initiative to compete with other projects in order to obtain a development allocation. Some exemptions from GMI were: affordable housing, housing in redevelopment areas, non-residential development in Northwest Pasadena, and development pursuant to the Civic Center Master Plan. Several organizations filed a lawsuit against GMI and, in 1991, the Court approved an out-of-court settlement. The settlement required that GMI be placed on the November, 1992 ballot to consider it for repeal and, in the meantime, that the City would revise the Land Use and Circulation (Mobility) elements of the General Plan, to guide development in Pasadena.

The foundation of the revision program was an extensive and far-reaching community

outreach program. Using a variety of techniques and media, the outreach program aimed to simultaneously educate the public on planning issues and provide numerous

opportunities for active participation. Spanning a seven-month period, nearly 3,000 residents attended over 55 forums, workshops and speakers events; in addition, three newsletters were mailed to over 65,000 households and businesses.

Detailed summaries of the community outreach program can be found in the Technical Appendices to the 1994 General Plan Land Use and Mobility Elements. The major issues and findings that were identified are listed below:

Pasadena residents favor open space preservation and acquisition of parks where possible.

They are opposed to uncontrolled growth but favor targeted growth that serves community needs and enhances the quality of life.

Residents feel strongly about preserving Pasadena's character and scale.

Economic development in the Northwest area of the city is especially desired.

Residents want housing renovation and the development of neighborhood-serving retail and light manufacturing, distributed throughout the city.

Mixed-use development is strongly favored. Residents would like to see mixed-use development nodes served by transit along Colorado Boulevard and the addition of housing to the urban core.

Pasadena desires the preservation of historic buildings through housing renovation and adaptive reuse of commercial structures.

Additional housing is needed, especially two- and three-bedroom single-family homes and high-quality multifamily housing.

More affordable housing is needed in Pasadena and should be distributed equitably throughout the city. Senior housing is also needed at a variety of income levels.

Residents favor some retail, office, light industrial and manufacturing development in several areas of the city to promote the creation of jobs and revenue.

To serve as a gateway to the community, East Pasadena should be upgraded through the addition of mixed-use development and light industrial and manufacturing uses.

East Colorado Boulevard should be given special attention.

The design quality of new development is important, including scale, appropriateness of style, and the materials used.

Community services and facilities, such as police substations, health services, teen centers, and libraries need to be increased in the Northwest, and additional childcare centers are needed citywide.

These major themes were synthesized into the Guiding Principles, which represent the overall framework for developing, interpreting and implementing the Comprehensive General Plan. These Principles are as follows:

- *Growth Will Be Targeted to Serve Community Needs and Enhance the Quality of Life.*
- *Change Will Be Harmonized to Preserve Pasadena's Historic Character and Environment.*
- *Economic Vitality Will Be Promoted To Provide Jobs, Services, Revenues And Opportunities.*
- *Pasadena Will Be Promoted as a Healthy Family Community.*
- *Pasadena Will Be A City Where People Can Circulate Without Cars.*
- *Pasadena Will Be Promoted as a Cultural, Scientific, Corporate, Entertainment and Educational Center for the Region.*
- *Community Participation Will Be A Permanent Part Of Achieving A Greater City.*

The first phase of the General Plan Revision Program focused on the Land Use and Mobility elements. However, it was recognized that the community outreach program identified issues and concerns that go beyond these two elements. The City is updating and revising the remaining elements of the General Plan to respond to these issues and to attain internal consistency with the Land Use and Mobility Elements. The Housing Element, Safety Element, and Noise Element have been revised for current conditions. The Green Space and Conservation Element will be prepared, to complete the revision of elements that are required in the state of California. In addition, Elements for Art and Culture and for Economic Development and Employment will be prepared.

The 2004 Land Use Element is an update of the 1994 Element, based on a series of community meetings to consider possible revisions. The 2004 Element includes only minor changes, with updated information, and follows the intent of 1994 Land Use Element as well as the information gained in preparing specific plans for seven plan areas.

OVERVIEW OF THE LAND USE ELEMENT

To protect residential neighborhoods and to create mixed-use urban environments oriented to transit and pedestrian activity, the Land Use Element targets higher density development into specific areas. This targeted development will be of high quality and reflect the historic scale and character of Pasadena while ensuring the continued vitality of Pasadena's economy.

The Land Use Element advocates several strategies for targeting growth. Specific plans determine precise land use patterns, setbacks, and design within defined boundaries. Specific plans are used in seven major targeted development areas: the Central District; West Gateway; South Fair Oaks Biomedical Center; East Colorado Boulevard; East Pasadena; North Lake; and Fair Oaks/Orange Grove. All seven areas emphasize their linkages to transit by clustering mixed-use projects near light rail stations and along Lake Avenue and Colorado Boulevard. Each specific plan area has a different overall focus. For example, the Central District's role as the city's urban core is strengthened by encouraging urban villages, work-live spaces, in-town housing and cultural and entertainment opportunities. East Pasadena seeks to enhance the city's job base by providing land reserved for light industrial uses. The Land Use Element outlines the objectives for each specific plan area and defines the amount and mix of land uses that will be allowed.

In addition, redevelopment areas will absorb sufficient development to accomplish the objectives that have been established for these areas. The redevelopment areas that are located in Northwest Pasadena include Fair Oaks, Lincoln Avenue, Villa Parke and Lake/Washington and are supported by the General Plan. The Land Use Element also supports the continued implementation of the Northwest Enterprise Zone Program to encourage the retention and expansion of existing businesses and the creation of jobs for Pasadena residents.

Finally, the potential for development in other parts of the city has been reduced since 1994, through rezonings to enhance and encourage the status of the targeted development areas as the preferred location for growth. To reinforce the priority of the need for affordable housing, it is encouraged throughout the City by exempting it in specific plan areas from limits on residential growth, unless a specific plan determines otherwise to increase equitable distribution of affordable units.

Targeted development will not compromise the quality of life. The Land Use Element contains policies to provide safe and well-designed public spaces, preserve the city's heritage, ensure the accessibility of human services, and foster out stewardship of the

natural environment. The community residents are encouraged to actively participate in decisions that effect them, including land use policy and specific development proposals.

BACKGROUND

California law requires the Land Use Element to designate the proposed general distribution and general location and extent of the uses of land for various categories of private and public uses, and provide building intensity and population density standards. The Land Use Element consists of objectives, policies and a diagram which taken together, comprise a unified set of policies for future growth and development.

As required by law, the Comprehensive General Plan includes a Land Use Element that is internally consistent with the other elements of the City of Pasadena's Comprehensive General Plan, including the Housing Element (2000-2005). In particular, the Land Use Element establishes a development pattern and densities that support the Mobility Element's strategies for reducing reliance on the automobile, sets aside a supply of land of varying densities for increasing the potential for affordable housing, directs growth away from neighborhoods and historic resources, and provides for an urban core with a wide variety of mixed uses and activities.

Existing Land Use

Nearly 58% of Pasadena's acreage is devoted to residential uses of varying densities. An additional 10% of the land is allocated to commercial uses, including offices, restaurants and retail stores.

Only 2% of the land is used for industrial purposes, such as manufacturing and warehousing. The remaining 30% of the land is distributed among open space/parks, institutional uses, or is vacant, but approximately 400 acres of the vacant area are in hillside areas where development is difficult. Absorbing new development and growth will largely involve recycling underutilized parcels and renovating existing structures, often replacing commercial uses with housing. This is due to the fact that Pasadena is primarily a "built out" city.

Population and Demographics

Pasadena's total population grew during 1970-2000 from 113,327 to 133,936 people. Nearly two-thirds of that increase occurred between 1980 and 1990. The population increased by 13,041 people, or 11 percent during the 1980-1990 decade. Growth during the 1990s was less than 2 percent, an increase of 2,345 residents.

The 2000 Census provided some unexpected information: population growth during the ten-year period was exceptionally slow, less than 2 percent; the proportions both of

those who were very young and of those 65 years of age and older decreased; the average household size remained substantially unchanged.

A population of approximately 150,000 may be projected for the year 2015, with an increase of twelve percent over the population of 133,936 in 2000.

Housing

Since 1970, Pasadena's housing mix has shifted gradually from single-family to multi-family. Single-family homes have decreased both in total number and as a percentage of total housing, with the shift continuing through the 1990s. At the same time, there has been a significant increase in multifamily dwellings, particularly developments containing five or more units per structure. This trend is expected to continue given land values, the lack of available sites for single-family homes, and the serious shortage of housing.

A total of approximately 59,500 housing units may be projected for 2015, with an increase of ten percent over the 54,132 units in 2000.

Employment

Employment projections for the region and local area are extremely variable due to the restructuring of the national economy. In addition, accurate information concerning local employment totals is not presently available. It is estimated that 2000 employment in Pasadena totaled 94,600 jobs. Pasadena will provide approximately 111,500 jobs in 2015, as a reasonable projection.

State And Regional Planning Efforts

Pasadena's local planning efforts must be responsive to various undertaking designed to improve regional and statewide growth management coordination. SCAG revised the Regional Transportation (RTP), with subregional development forecasts, in 2004. Development projections for the City of Pasadena are generally consistent with projections for the 2004 RTP.

The Regional Air Quality Management Plan (AQMP) was approved by the Southern California Air Quality Management District and the SCAG in a joint meeting on March 17, 1989. The AQMP is a comprehensive control program that will bring the basin into compliance with all state and federal air quality standards. One of the provisions of the AQMP is that cities must address air quality issues in their general plans either by preparing a separate air quality element or by incorporating programs into other elements of the general plans.

In terms of mobility, Pasadena must coordinate with various regional transportation agencies including the California Department of Transportation (Caltrans), Los Angeles

County Metropolitan Transportation Authority (LACMTA), South Coast Air Quality Management District (SCAQMD), the Tri-Cities Transportation Coalition and the San Gabriel Valley Coalition, in addition to adjoining municipal jurisdictions and the County of Los Angeles.

OBJECTIVES AND POLICIES

This section calls out the City's land use objectives and policies as they relate to each of the seven Guiding Principles of the General Plan. In conjunction with the Land Use Diagram, these objectives and policies are designed to ensure consistent interpretation of the General Plan, and to provide a focus for citywide decision-making.

GROWTH WILL BE TARGETED TO SERVE COMMUNITY NEEDS AND ENHANCE THE QUALITY OF LIFE

Pasadena can absorb growth and still remain a healthy and vibrant community if this growth is managed and is in areas that can best accommodate it. The key is to target and concentrate appropriate growth into our downtown and along our major transit corridors such as the proposed light rail line, to create vibrant, pedestrian-oriented urban environments.

Targeting of the type and location of new growth allows us to enhance areas of the city that need improvement such as the Northwest and East Colorado Boulevard and add needed jobs and housing while minimizing increases in traffic and not intruding on neighborhood quality of life. Similarly, parks and open space should be planned for and targeted to those areas where the need is greatest and where there will be increased housing densities.

A variety of types of development are necessary to Pasadena's future. In every case, however, the city expects the quality of development to reflect Pasadena's history and image.

The light rail line connecting Pasadena to Los Angeles and to other destinations throughout the Los Angeles basin provides an opportunity to target new development to accessible locations. The Central District and other targeted development areas are located near the stations or along the light rail route and will absorb development, jobs and housing that is beneficial to immediate neighborhoods and to the whole city.

Affordable housing is a significant community need, one that shapes the quality of life. Present and future residents of Pasadena, like people throughout the region, need housing affordable at a variety of income levels. Though nearly all of the City's supply of rental housing is priced below the top of the moderate (middle) income rental range, nearly half of the city's renters, and especially those with low and very low incomes, now pay more than 30 percent of their incomes for rent. To meet the housing needs, housing will be targeted at many of the transit stations and in the downtown, while affordable housing will be distributed throughout the city.

OBJECTIVE 1- TARGETED DEVELOPMENT: Direct higher density development away from Pasadena's residential neighborhoods and into targeted areas, creating an exciting urban core with diverse economic, housing, cultural and entertainment opportunities.

Policy 1.1 – Targeted Development Areas: Geographical areas have been identified where the bulk of future economic development is to occur.

Policy 1.2 – Specific Plans: For identified targeted development areas, as a principal implementation tool, utilize Specific Plans containing development standards, distribution of land uses, infrastructure requirements and implementation measures.

Policy 1.3 – Transit-Oriented and Pedestrian-Oriented Development: Within targeted development areas, cluster development near light rail stations and along major transportation corridors thereby creating transit oriented development “nodes” and encouraging pedestrian access.

Policy 1.4 - Mixed-use: Authorize and encourage Mixed Use development in targeted areas, including in-town housing, live-work spaces, and in-town commercial uses.

Policy 1.5 – Urban Villages: Authorize and encourage Urban Villages where appropriate and feasible in the urban core.

Policy 1.6 – Neighborhood Commercial: Encourage the provision of businesses that serve residents within walking distance of homes.

Policy 1.7 – Neighborhood Centers: In order to provide a focus and community center for neighborhoods, encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including schools, branch libraries, open space and parks including “tot lots”, and limited neighborhood commercial uses.

Policy 1.8 – Northwest Pasadena: Revitalize Northwest Pasadena by implementing the Northwest Enterprise Zone and the Northwest Community Plan.

Policy 1.9 - Other Geographical Areas: Limit development outside targeted development areas.

Policy 1.10 – Capital Improvements: Approve new City capital improvements consistent with concentrated development under Specific Plans for targeted development areas, while emphasizing maintenance and upgrades in areas outside targeted areas.

OBJECTIVE 2 – OPEN SPACE: Preserve and acquire open space in targeted development areas and residential areas of the City in order to enhance the quality of Pasadena life.

Policy 2.1 – Neighborhood Parks: Preserve, enhance and acquire parks in residential areas, with emphasis on planning for and locating parks within walking distance of multi-family housing.

Policy 2.2 – Urban Parks: Continue and complete efforts to enhance Central Park and Memorial Park.

Policy 2.3 – Urban Open Spaces: Encourage and require, where feasible, the incorporation of publicly accessible urban open spaces, including parks, courtyards, water features, gardens, passageways and plazas, into public improvements and private projects.

OBJECTIVE 3 – AFFORDABLE HOUSING: Encourage the retention and creation of affordable housing throughout Pasadena by providing sufficient land and densities to develop new affordable housing.

Policy 3.1 – Exemption for Affordable Housing: Allow development of residential units exceeding the intensity standard for a specific plan area if the units are ownership units affordable to moderate, low, or very low income households, or rental units affordable to low or very low income households, or senior housing, unless the specific plan establishes otherwise in order to achieve the purposes of Policy 15.3, equitable distribution of affordable housing throughout the city.

Policy 2.3 – Density: Increase densities in certain areas, including Mixed Use and Urban Village areas, to encourage the production of affordable housing – ownership units affordable to moderate, low and very low income households, rental units affordable to low or very low income households, or senior housing.

OBJECTIVE 4 – LIMITED DEVELOPMENT: Development citywide shall be limited to the building intensity levels established in this Element.

Policy 4.1 – Zoning: Establish zoning designations and standards which are consistent with the citywide intensity standards established in this Element.

Policy 4.2 – City Priorities: Land uses that are identified as City priorities in the Element will be supported in City land use plans.

CHANGE WILL BE HARMONIZED TO PRESERVE PASADENA'S HISTORIC CHARACTER AND ENVIRONMENT

The principle of harmonizing change and preserving the existing environment is of tremendous importance to Pasadena residents. Harmonizing change requires that new development and other physical alterations respect the existing character and scale of the city. Change and development must be accomplished in a fashion that enhances and blends with Pasadena's existing qualities, both physical and social. Regardless of style, new development should be carefully and sensitively designed.

Development should respect existing social fabric as well as the natural and built environment. Housing should be provided not only for future residents of Pasadena but also for present residents and their families.

Open spaces and streets should be as carefully designed and preserved as buildings. The city's public spaces are as important to its citizens as its buildings. Priority should be given to updating the Open Space Element. It will become the Green Space Element of the General Plan, addressing urban open spaces, urban forestry, parks, and natural areas and reflecting the concerns and desires of the residents.

OBJECTIVE 5 – CHARACTER AND SCALE OF PASADENA: Preservation of Pasadena's character and scale, including its traditional urban design form and historic character, shall be given highest priority in the consideration of future development.

Policy 5.1 – Urban Design Principles: Apply citywide urban design principles to complement the scale and quality of the best of our architectural and urban design traditions.

Policy 5.2 – Urban Design Guidelines: Adopt urban design guidelines for each targeted development area and/or each identifiable design district in Pasadena.

Policy 5.3 – Character and Identity: Urban design programs, including principles and guidelines, shall reinforce the City's unique character, scale and identity.

Policy 5.4 – Neighborhood Character and Identity: Urban design programs, including principles and guidelines, shall recognize, maintain and enhance the character and identity of existing residential and commercial neighborhoods.

Policy 5.5 – Architectural and Design Excellence: The City shall actively promote architectural and design excellence in buildings, open space and urban design and shall discourage poor quality development.

Policy 5.6 – Human Values: Future development should reflect concern for the well-being of citizens – for workers, visitors, neighbors and passersby – and should embody the cultural values of the community; it should be accommodating, inspiring, inviting, and enduring.

Policy 5.7 – Enhanced Environment: Development should be shaped to improve the environment for the public; it should support the distinctiveness of the locality and region as well as the special characteristics of the existing fabric of the site's immediate surroundings.

Policy 5.8 – Imagination and Creativity: Encourage creative responses and solutions at many scales and levels of development on the part of the various peoples and cultures involved in designing and creating places.

Policy 5.9 – Contextual and Compatible Design: Urban design programs shall ensure that new development shall respect Pasadena's heritage by requiring that new development respond to its context and be compatible with the traditions and character of Pasadena, and shall promote orderly development which is compatible with its surrounding scale and which protects the privacy, and access to light and air of surrounding properties.

Policy 5.10 – Spatial Attributes: Promote development that creates and enhances positive spatial attributes of major public streets, open spaces, cityscape and mountain sight lines and important "gateways" into the City.

Policy 5.11 – Public Awareness: Promote development that creates and enhances positive spatial attributes of major public streets, open spaces, cityscape and mountain sight lines and important "gateways" into the City.

OBJECTIVE 6 – HISTORIC PRESERVATION: Promote preservation of historically and architecturally significant buildings and revitalization of traditional neighborhoods and commercial areas.

Policy 6.1 – Historic Inventory: Identify, document and evaluated the significance of individual historic and cultural resources and districts by conducting a Citywide historic resource survey and survey of the City's historic neighborhoods.

Policy 6.2 – Protection of Historic and Cultural Resources: Adopt new legislation to protect historic and cultural resources according to levels of significance and include provisions to deter the demolition of historically, architecturally and culturally significant structures.

Policy 6.3 – Adaptive Reuse: Encourage and promote the adaptive reuse of Pasadena's historic resources.

OBJECTIVE 7 – RESIDENTIAL NEIGHBORHOODS: Preserve the character and scale of Pasadena's established residential neighborhoods.

Policy 7.1 – Mansionization: Ensure that all new development in residential neighborhoods discourages mansionization.

Policy 7.2 – Subdivisions: Where subdivision of existing lots is proposed, provide that the resultant lots in the proposed subdivision are consistent with the prevailing size and character of lots in the immediate vicinity, and that the subdivision would not have a substantial adverse impact on adjacent residences.

Policy 7.3 – Unimproved Streets: No development on unimproved streets will be approved until adequate infrastructure improvements are in place or will be made.

Policy 7.4 – Infrastructure Improvements: Continue to implement capital improvements which will maintain or rehabilitate infrastructure, including improvements related to upgrading the water supply system and sewer system.

Policy 7.5 – Zoning Code Enforcement: Upgrade and improve zoning code enforcement in residential neighborhoods.

Policy 7.6 – Hillside: In recognition of the special character of the hillsides throughout the City, continue strict protections through city grading and hillside ordinances.

OBJECTIVE 8 – HOUSING SUPPLY: Encourage retention of Pasadena's existing supply of affordable housing.

Policy 8.1 – Second Unit: Support retention of existing units in specified zoning districts by allowing development of a single additional unit on a lot.

Policy 8.2 – Replacement of Affordable Housing: Mitigate the loss of existing affordable housing units by requiring applicants for certain projects to replace affordable housing demolished for new construction.

OBJECTIVE 9 – OPEN SPACE PRESERVATION AND ACQUISITION: Preserve and acquire open space in Pasadena in order to enhance the quality of Pasadena life.

Policy 9.1 – Open Space Corridors: Development of open space corridors, easement and acquisition programs and trails shall be established where feasible.

Policy 9.2 – Arroyo Seco: Continue and complete comprehensive planning for, and implementation of, plans for the Arroyo, including restoration of the natural area of the Lower Arroyo and the development of the Hahamonga Watershed Park Plan.

Policy 9.3 – Eaton Canyon: Identify and continue protection of Eaton Canyon as an open space and recreation area, and as a nature center.

Policy 9.4 – Adequate Open Space: Provide an adequate total quantity and equitable distribution of public or publicly accessible open spaces throughout the City.

Policy 9.5 – Stewardship of the Natural Environment: Encourage and promote the stewardship of Pasadena's natural environment, including water conservation, clean air, natural open space protection, and recycling. Encourage the use of native, water conserving and regionally appropriate landscaping.

ECONOMIC VITALITY WILL BE PROMOTED TO PROVIDE JOBS, SERVICES, REVENUES AND OPPORTUNITIES

Pasadena's quality of life depends in part on services provided by the city. The city addressed not only the need for health and safety but also the desire for well-kept neighborhoods and for services such as the library and recreation programs. A constrained fiscal environment requires that the city support a vigorous business community if services are to be delivered at their current level. Existing businesses must be maintained and allowed to expand; new businesses should be attracted.

Economic vitality in the city provides various benefits, including employment opportunities, to the residents of Pasadena. Employment opportunities result both from new development and from retention of existing businesses. Many of Pasadena's residents remain unemployed or underemployed because their skills do not match the existing jobs. In addition, many residents with advanced training and expertise commute to remote employment destinations. Pasadena should continue to serve as an employment center for the sub-regional area, but opportunities should be added for local residents.

OBJECTIVE 10 – DIVERSE ECONOMY: Pasadena shall promote a diverse economic base that serves local residents by providing jobs, by providing city revenues, by enhancing our dynamic social and cultural life, and by meeting the needs of international competition.

Policy 10.1 – Targeted Development Areas: Target new development into the urban core, the Northwest Enterprise Zone, along East Colorado, and into other specific growth areas.

Policy 10.2 – Transit Oriented Development: Within targeted development areas, cluster development near light rail stations and along major transportation corridors to maximize transit use by local businesses and employees.

Policy 10.3 – Business Expansion and Growth: Support the continuation or expansion of existing businesses in harmony with their surroundings and provide new spaces for growth and changing business requirements.

Policy 10.4 – Enterprise Zone: Revitalize Northwest Pasadena by implementing the Northwest Enterprise Zone program and the Northwest Community Plan.

Policy 10.5 – Industrial Businesses: Promote technological and manufacturing activities by protecting existing industrial (IG) zoning districts and encouraging new industrial employers.

Policy 10.6 – New Business: Recruit new businesses to provide retail and other services, and employment and other opportunities for Pasadena residents and visitors.

Policy 10.7 - Streamlining: Provide a more stable and sound environment for investment and business decisions by reducing uncertainty and streamlining the land use entitlement approval process.

Policy 10.8 – Regional Economy: Attract and provide for Pasadena's share of the region's economic investment and development, including actively marketing and promoting Pasadena as a good place to do business, work and live, and supporting Pasadena's regional marketing strategies.

Policy 10.9 – Healthy Business Community: Promote a strong, healthy business community to provide jobs for Pasadena residents, and a broad revenue base for the City.

Policy 10.10 – Regional Center: Encourage targeted development of cultural, scientific, corporate, entertainment and educational businesses and uses to promote Pasadena as a center of such activities in our region.

Policy 10.11 – Affordable Housing: Encourage the retention and creation of affordable housing throughout Pasadena for the local labor pool.

OBJECTIVE 11 – JOB OPPORTUNITIES: Encourage the retention and creation of job opportunities for Pasadena residents, particularly the underemployed and unemployed and jobs that can support families.

Policy 11.1 – Diversity: Support employment opportunities appropriate to the diversity of the City's varied population.

Policy 11.2 – Zoning Designations: Include zoning designations and standards to allow businesses and industries with job classifications at all income levels.

Policy 11.3 – Priority Opportunities: Adopt and implement land use plans appropriate for priority employment opportunities, including: (a) industries requiring technical expertise; (b) uses associated with manufacturing that require skilled employees; (c) incubation of small businesses; (d) health care and senior care industries, (e) biotech research, development and manufacturing facilities; (f) opportunities for crafts workers, artisans, artisans and tradespeople, and (g) environmental engineering.

Policy 11.4 – Job Training Facilities: Recognize and support the relocation needs of the Community Skills Center and other institutions providing job skills.

Policy 11.5 – Job Training and Placement: Create and support job linkage, training and placement programs, including encouraging private sector involvement.

Policy 11.6 – Entrepreneurs: Create opportunities for entrepreneurial activities that generate new employment and job training opportunities suitable to the existing and potential skill levels of unemployed and underemployed residents of areas such as Northwest Pasadena.

Policy 11.7 – Increase Jobs: Increase the number of jobs opportunities for the underemployed and unemployed Pasadena residents.

OBJECTIVE 12 – FISCAL HEALTH – Encourage a business climate that contributes to the City's fiscal well being.

Policy 12.1 – Retail: Encourage retail and sales-producing businesses to remain or expand in, or come to, Pasadena and promote healthy retail areas.

Policy 12.2 – Development Mechanisms: Encourage zoning districts and development mechanisms that will result in development which will produce continuing revenues to the City.

Policy 12.3 – Pay Your Own Way: Ensure that new development pays its own way rather than burdens existing businesses and residents with increased costs for services and infrastructure needs.

Policy 12.4 – Budget Process: Integrate the General Plan into the budget process, thereby using it to set priorities and allocate fiscal resources.

PASADENA WILL BE PROMOTED AS A HEALTHY FAMILY COMMUNITY

Land use patterns directly affect the quality of lives of families. For example, for the single parent without an automobile, public transportation to and from work, the proximity of child care to the workplace, and proximity and provision of services such as health care, education, recreation, and shopping are not just convenient but crucial to such a family's well-being.

"The City of Pasadena is committed to a policy that promotes the quality of life for our children, youth and families. The City recognizes that the well-being of Pasadena's children, youth and families is linked to the City's own health and well-being/"

This statement is from the introduction to the "Status Report on Pasadena's Children, Youth and Families Report." In support of this commitment, the City prepared a Human Services Strategy and Management Action Plan and Human Services Planning Process. One aspect of this report was the City's participation in the California Healthy Cities Project. Objectives and policies from these documents are included here to reinforce the complementary relationship between these programs and the General Plan.

OBJECTIVE 13 – ADEQUATE SERVICES: Provide adequate support for businesses and institutions that serve the needs of Pasadena's diverse residents and families, including schools, hospitals, parks, child and adult day care centers, libraries, shelters, public auditoriums, clinics, social clubs and recreation centers.

Policy 13.1 – Support of Organizations: Support the needs of public, private and voluntary organizations and associations that provide important services to Pasadena's diverse community.

Policy 13.2 – Commitment: Promote a committed community in which the public, private, and voluntary organizations and associations that provide important services to Pasadena's diverse community.

Policy 13.3 – Child Care: Promote the adequate availability of child care facilities, including locating child care facilities at or near work sites, and locating child care facilities near transportation.

Policy 13.4 – Education: Promote public and private schools, support quality education for all students.

Policy 13.5 – Anticipate Needs: Ensure in the land use planning process that future needs will be met, such as meeting the expanding need for adult care facilities, and meeting the need to locate services near transportation.

OBJECTIVE 14 – ACCESSIBLE AND WELL-DESIGNED CITY: Promote a safe, well-

designed, accessible and human-scale residential and commercial areas where people of all ages can live, work and play.

Policy 14.1 – Human Values: Pasadena development and growth policies should reflect concern for the well-being of citizens, should respect the City's social, cultural and economic diversity, and should emphasize human scale and pedestrian orientation.

Policy 14.2 – Accessible Services: Promote the accessible location of public and private community services facilities, including accessibility to transportation and the location of housing, such as senior housing, near services.

Policy 14.3 – Related To Population: Promote the location of public and private community services facilities throughout the City, as a function of population distribution and need.

Policy 14.4 – Link Community Services: Increase access to and linkages among community service facilities.

Policy 14.5 – Impaction: The following institutional uses shall not be established as new uses within the boundaries of the Northwest Community Plan: Single Room Occupancy, Adult Day Care General, Convalescent Facilities, Detention Facilities, Hospitals, Maintenance and Service Facilities, Residential Care, General, or a use classification that includes a use listed here with another use.

Policy 14.6 – Institutional Uses: Institutional uses may require a conditional use permit. A finding of consistency with the General Plan must be made for approval of a CUP, and for certain institutional uses, the finding may not be made if there is an over concentration of a particular use in the area.

OBJECTIVE 15 – HOUSING CONDITIONS: Improve substandard housing conditions in Pasadena.

Policy 15.1 – Sizes and Types: Provide a range of housing sizes and types for the many sizes and types of families in the community.

Policy 15.2 – Increase Supply: Increase the total number of market rate and affordable housing units within the City.

Policy 15.3 – Equitable Distribution: Increase, where feasible, the equitable distribution of affordable housing throughout the City, including an inclusionary zoning ordinance.

Policy 15.4 – Family Housing: Increase the supply of large family affordable housing units with adequate outdoor play space for children.

Policy 15.5 – Shelter Beds: Promote shelter beds with appropriate services for the homeless.

OBJECTIVE 16 – ALCOHOL AND DRUG ABUSE: Reduce the impact of alcohol and other drug related problems in Pasadena.

Policy 16.1 – Public Health: Promote a public health philosophy in response to alcohol, tobacco and other drug issues.

Policy 16.2 – Zoning: Use city zoning ordinances to effectively regulate the retail availability of alcohol & tobacco.

OBJECTIVE 17 – RECREATION: Provide adequate recreation opportunities to all residents of the City.

Policy 17.1 – Accessible Neighborhood Parks: Preserve, enhance and acquire parks with adequate recreational facilities in residential areas, including planning for and locating parks within walking distance of multi-family housing.

Policy 17.2 – Shared Facilities: Promote the shared use of public school recreational land and facilities for City recreational uses and/or as community centers.

Policy 17.3 – Equitable Distribution: Promote the equitable distribution of public and private recreation facilities throughout the City, as a function of population distribution.

Policy 17.4 – Urban Open Spaces: Encourage and require, where feasible, the incorporation of publicly accessible urban open spaces, including parks, courtyards, water features, gardens, passageways and plazas, into public improvements and private projects.

OBJECTIVE 18 – IMPROVED ENVIRONMENT: Improve the quality of the environment for Pasadena and the region.

Policy 18.1 – Air Quality: Improve the air quality in Pasadena and in the region.

Policy 18.2 – Water Conservation: Increase the efficiency of water use among Pasadena residents, and commercial and industrial organizations.

Policy 18.3 – Energy Efficiency: Improve energy-use efficiency in new development.

Policy 18.4 – Water Quality: Coordinate with local, regional, State, and federal agencies (including Los Angeles Regional Water Quality Control Board and the Los Angeles County Flood Control District) to continue to define appropriate standards to improve water quality.

Policy 18.5 – Water Pollution Prevention: Continue to require, monitor, and enforce National Pollutant Discharge Elimination Systems (NPDES) permits, Standard Urban Stormwater Mitigation Plans (SUSMPs), Best Management Practices, Total Maximum

Daily Loads for impaired water bodies, Storm Water Quality Management Programs, and Storm Water Pollution Prevention Plans, as applicable and appropriate.

Policy 18.6 – Construction Materials Recycling: Promote recycling of construction materials to reduce use of natural resources and minimize impacts in waste management.

OBJECTIVE 19 – BIOLOGICAL, PALEONTOLOGICAL AND ARCHAEOLOGICAL RESOURCES: Protect and enhance areas of the city containing important biological resources; protect and minimize disturbance of any important paleontological and/or archaeological resources that might remain in the city.

Policy 19.1 – Special Status Species Surveys: All project proponents proposing to develop within undeveloped areas shall conduct surveys according to applicable protocols in consultation with the appropriate trustee agencies (including, but not limited to, the U.S. Fish and Wildlife Service and the California Department of Fish and Game) to determine if special status species (including, but not limited to, California gnatcatcher and least Bell's vireo) or potential habitat for special status species (including but not limited to Coastal Sage Scrub and Riversidian Alluvial Fan Sage Scrub) are present or potentially present. If the surveys and/or consultation indicate that such species or habitat are present or potentially present, appropriate measures shall be required as conditions of project approval to minimize and/or offset the project's potential effects on those species and/or habitat.

Policy 19.2 – Wetlands and Riparian Habitat Surveys: All project proponents proposing to develop within areas containing wetlands, riparian habitat, and/or jurisdictional waters of the U.S. or the State of California shall conduct surveys in consultation with appropriate trustee agencies (including, but not limited to, the U.S. Army Corps of Engineers, the U.S. Fish and Wildlife Service, the California Department of Fish and Game, and/or the Los Angeles Regional Water Quality Board). If the surveys and/or consultation indicate that wetlands, riparian habitat, and/or jurisdictional waters are present or potentially present, appropriate measures shall be required as conditions of project approval to minimize and/or offset the project's potential effects on those resources.

Policy 19.3 – Paleontological/Archaeological Resources Survey: Project proponents proposing substantial grading or earthmoving in areas that might contain important paleontological and/or archaeological resources shall conduct a pre-excavation field assessment and literature search to determine the potential for disturbance of paleontological and/or archaeological resources. If warranted, grading and other earthmoving activities shall be monitored by a qualified professional who, if necessary, shall undertake salvage and curation. Any paleontological or archaeological resources recovered shall be documented and archived appropriately. Any human remains recovered shall be treated according to applicable State and federal regulations.

OBJECTIVE 20 – LAND USE/TRANSPORTATION RELATIONSHIP: Promote the

relationship of land use and transportation.

Policy 20.1 – Transit Accessibility: Increase accessibility to all public transportation services.

Policy 20.2 – Traffic Congestion: Reduce traffic congestion and protect residential neighborhoods from traffic impacts.

Policy 20.3 – Bicycles/Pedestrians: Promote the use of non-motorized modes of transportation, such as bicycles and walking within the City.

Policy 20.4 – Optimum Mobility: Promote mobility for those who do not drive, particularly seniors, youth and the disabled.

Policy 20.5 – Transportation/Human Services Linkage: Provide convenient, economical and accessible transportation services between residents and agencies delivering human services.

PASADENA WILL BE A CITY WHERE PEOPLE CAN CIRCULATE WITHOUT CARS

The principal mode of transportation for the past forty years in Southern California has been the automobile. As our freeways and local roadways have reached capacity, and driver frustration has increased, there is now a demand for alternative modes of transportation and a rethinking of how our energy, air quality and transportation goals are met, and how our land use decisions impact these goals.

Colorado Boulevard and Lake Avenue are the City's primary transportation corridors. The Land Use Element and the Mobility Element establish a mutually supporting relationship, with higher density land uses along the corridors providing the ridership to support different types of transportation, and the mobility strategies providing the access to these lands uses.

To coordinate the implementation of the Land Use and Mobility elements, the City will use Specific Plans to encourage transit-oriented and pedestrian-oriented developments. Specific Plans determine precise land use patterns, zoning, setbacks, and design within defined boundaries. Within the Specific Plans, the principles of transit-oriented and pedestrian-oriented developments can be applied. Most transit-oriented developments are mixed use neighborhoods or projects, within a quarter mile walking distance of a transit stop, predominantly light rail or bus transfers stations. Pedestrian-oriented developments give priority to and respond to the needs of the pedestrian over the automobile. The design, configuration, and mix of uses in a transit-oriented development provide an alternative to traditional suburban development by emphasizing a pedestrian oriented environment and reinforcing the use of public transportation.

Several light rail stations lend themselves to Specific Plans, which incorporate transit-oriented development, for example, the stations at Sierra Madre Villa, Lake Avenue and the Central District Specific Plan area.

The General Plan will be amended in the future to reflect the decisions of the 710 Mitigation Advisory Committee.

OBJECTIVE 21 – CIRCULATION: Make Pasadena a city where there are effective and convenient alternatives to using cars.

Policy 21.1 – Transit-Oriented and Pedestrian-Oriented Development: Within targeted development areas, cluster development near light rail stations and along major corridors served by transportation thereby creating transit-oriented development “nodes” and encouraging pedestrian access.

Policy 21.2 – Specific Plans: Develop Specific Plans for targeted development areas which will emphasize Mixed Use, pedestrian activity, and transit, including authorizing and encouraging Urban Villages where feasible.

Policy 21.3 – Main Corridors/Downtown Circulator: Re-establish Lake Avenue and Colorado Boulevard as the main corridors of development and transportation in the City, including promoting the development and operation of a circulator system to serve downtown commercial areas and linked to light rail stations.

Policy 21.4 – Availability: Increase the availability of public and private transit and encourage transit use through improving services, stations and connections.

Policy 21.5 – Parking Management: Manage parking to reduce the amount of land devoted to frequently vacant parking lots.

Policy 21.6 – Neighborhood Protection: Establish principal transportation corridors for movement within the City to protect residential neighborhoods.

Policy 21.7 – Neighborhood Commercial: Encourage the provision of businesses that serve residents within walking distances of homes.

Policy 21.8 – In-fill and Revitalization Sites: Transit-oriented developments on in-fill and revitalization sites should redevelop underutilized parcels and incorporate existing surrounding uses into the form and function of the transit-oriented development.

Policy 21.9 – Regional Approach: Promote a regional approach to transportation services in cooperation with other cities.

Policy 21.10 – Bicycles/Pedestrians: Promote the use of non-motorized modes of transportation, such as bicycles and walking within the City.

OBJECTIVE 22 – TRANSIT/PEDESTRIAN COORDINATION: Coordinate development between transit-oriented and pedestrian districts.

Policy 22.1 – Urban Design: urban design programs shall encourage pedestrian-oriented development, including encouragement of pedestrian circulation among parcels, uses, transit stops, and public or publicly accessed spaces; requiring human scale; encouraging varied and articulated facades; requiring regular visual (as in the use of first floor windows with clear glass) and physical access for pedestrians; requiring that ground floor residential and commercial entries face and engage the street; and encouraging pedestrian-oriented streetscapes amenities.

Policy 22.2 – Shop Orientation: Encourage a balance in the configuration of shops in the downtown between pedestrian and auto comfort, visibility and accessibility; anchor stores shall orient to the street and transit stops in addition to parking lots, and smaller shops shall orient primarily to pedestrian “main” streets and urban open spaces.

Policy 22.3 – Pedestrian Access: Encourage clear, direct and comfortable pedestrian access to the City’s urban core and transit stops.

Policy 22.4 – Open Space: Where a park, natural open space or urban open space exists adjacent to or near transit-oriented development, these features should be incorporated into the development as open amenities.

Policy 22.5 – Pedestrian/Bicycle Shelters: Transit stops in a transit-oriented development shall provide shelter for pedestrians, and secure bicycle storage.

OBJECTIVE 23 – MOBILITY ELEMENT: The Mobility Element shall support the development of transit-oriented and pedestrian-oriented developments.

Policy 23.1 – Pedestrian Movement: Intersections and streets within transit-oriented developments shall be designed to facilitate pedestrian movement.

Policy 23.2 – Bicycle Connections: The street network system must provide bicycle connections to transit-oriented development commercial areas and transit stops.

Policy 23.3 – Bicycle Parking: Provide bicycle-parking facilities throughout commercial areas, at transit stops and in developments, which include offices.

Policy 23.4 – Mitigations Measures: Adopt and implement mitigation measures as necessary to resolve significant existing traffic or other infrastructure capacity constraints.

PASADENA WILL BE PROMOTED AS A CORPORATE, ENTERTAINMENT AND EDUCATIONAL CENTER FOR THE REGION

Pasadena's internationally known cultural, scientific, corporate, entertainment and educational resources directly benefit the City's residents and draw businesses, customers, visitors and students from beyond the City's limits, to the benefit of all who live and work in the City. These resources not only culturally enrich Pasadena residents, they enhance Pasadena's regional position and improve Pasadena's business climate by drawing people to the City.

OBJECTIVE 24 – EXISTING INSTITUTIONS: Provide long-term opportunities for growth of existing cultural, scientific, corporate, entertainment and educational institutions in balance with their surroundings.

Policy 24.1 – Expansion: Recognize and support the expansion opportunities of existing regionally significant cultural, scientific, corporate, entertainment and educational institutions.

Policy 24.2 – Land Use Opportunities: Provide land use opportunities to retain and to develop regionally significant cultural, scientific, corporate, entertainment and educational uses.

Policy 24.3 – Urban Design: Provide clear urban design guidelines to facilitate the growth of existing institutions in balance with their surroundings.

Policy 24.4 – Support Planning: Support Specific Plans, master plans, and other planning activities initiated by cultural, scientific, corporate, entertainment and educational institutions.

Policy 24.5 – Pasadena's Diversity: Encourage Pasadena's cultural, scientific, corporate, entertainment and educational institutions to understand, respect and enhance the City's social and cultural diversity.

Policy 24.6 – Movies and Television: Facilitate the use of Pasadena sites for motion picture and television filming activities while protecting residential neighborhoods.

Policy 24.7 – Education: Work collaboratively with Pasadena Unified School District in support of school facility use and reuse.

OBJECTIVE 25 – NEW INSTITUTIONS: Foster a healthy economy and appealing urban setting conducive to attracting new cultural, scientific, corporate, entertainment and educational institutions to the City.

Policy 25.1 – Assist New Institutions: Recognize and assist regionally significant cultural, scientific, corporate, entertainment and educational entities considering locating

in Pasadena.

Policy 25.2 – Special Districts: Create or enhance the identity of specialized districts in the City such as the West Gateway and the Playhouse District, or the Bio-tech and Environmental Engineering centers.

Policy 25.3 – Promote Activities: Develop, provide access to and publicize activity nodes within the City which include cultural, scientific, corporate, entertainment and education.

Policy 25.4 – Adapt Codes and Policies: Adapt Codes and policies to encourage cultural, scientific, corporate, entertainment and educational uses within Pasadena.

Policy 25.5 – Land Use Implications: Recognize land use implications of the City's regional marketing strategies and support these strategies through land use decisions.

COMMUNITY PARTICIPATION MUST BE A PERMANENT PART OF ACHIEVING A GREATER CITY

An informed and active citizenry is the essence of our representative democracy. Since the General Plan is only a “snapshot” of the community’s values at a given point in time, it is essential that a process be established which ensures that the General Plan remains current by continuously involving the public in planning decisions, monitoring implementation, and reviewing and updating the General Plan.

There are two aspects to expanded participation: clear information and earlier participation. Information seeks to provide the public with knowledge, facts and creative ideas as well as clear, adequate notices of meetings and hearings. Participation provides a variety of opportunities for an informed public to be involved in planning decisions. Both aspects need to be inclusive and reach out to all segments of our city to ensure that diverse values and visions are heard.

OBJECTIVE 26 – INFORMATION: Provide clear, understandable information to encourage more citizen involvement in the planning process from the Pasadena community.

Policy 26.1 – Brochures: Develop brochures to inform residents and properties owners about the city’s planning processes and how to get involved in them.

Policy 26.2 – Notices: Revise notices for neighborhood meetings and public hearings to make them more informative, easier to read and understand, and improve public notice posting procedures.

Policy 26.3 – Proposed Projects: Information on proposed projects with upcoming public hearings will be available from the City’s Neighborhood Connections office.

Policy 26.4 – Neighborhood Connections: The City’s Neighborhood Connections office will send notices of neighborhood meetings and public hearings to Neighborhood Associations within a two mile radius of a proposed project and to the Pasadena Neighborhood Coalition.

Policy 26.5 – Public Discussion: Continue to offer speakers and public discussion of land use issues including the revision of the Zoning Code and the development of specific plans and design guidelines.

OBJECTIVE 27 – PARTICIPATION: Provide numerous opportunities for citizens to become involved in planning decisions.

Policy 27.1 – Five Year Review: At five-year intervals, beginning 1998, initiate a comprehensive review of the General Plan. This update process will include at least two public meetings to identify community issues and concerns and at least two

additional public meetings to present recommendations for revisions prior to public hearings before the Planning Commission, Transportation Advisory Commission and City Council.

Policy 27.2 – Annual Report: Provide an annual report to the Transportation Advisory Commission, the Northwest Commission, the Planning Commission and the City Council, with a public hearing by the City Council, detailing the status of implementation of the General Plan.

Policy 27.3 – Specific Plans: Appoint committees of residents and business people to participate with staff in the development of Specific Plans.

Policy 27.4 – Consultation: Encourage project applicants to contact the surrounding neighborhood prior to submitting a formal application for the project. Applicants will be encouraged to seek comments from residents and work with them to resolve conflicts on design, traffic, noise, use of the site and other impacts specifically related to the project.

Policy 27.5 – Neighborhood Meetings: In addition to the applicant's meeting with the neighborhood prior to submitting a formal application, the City will hold a neighborhood meeting for General Plan Amendments, Zone Changes, Planned Developments, and Master Developments Plans to ensure that issues important to the neighborhood have been identified. If issues arise that need to be mediated between the applicant and the neighborhood, additional meetings will be held.

Policy 27.6 – Joint Meetings: The Planning Commission and the Transportation Advisory Commission will meet twice a year to foster strong communication.

C. LAND USE DIAGRAM

Introduction

The Land Use Element categories reflect the objectives and policies of the General Plan, and provide guidance for determining appropriate land uses. Permitted land uses may be further modified by other policies in other Elements of the General Plan and may be further refined by the Zoning Ordinance or design guidelines.

The following General Plan Land Use Categories correspond to land use classifications in the zoning code.

Residential

Different residential densities classify housing. A range of residential density categories is identified on the General Plan Land Use Diagram. Residential land use categories have been structured to provide consistency between the General Plan and zoning. Residential development standards are determined by the City's Zoning Ordinance, which regulates the building setback, height of buildings, and lot coverage for each type of residential use as well as specifying uses that may be permitted with a conditional use permit.

1) Low Density Residential (0-6 dwelling units per net acre)

This category allows single-family uses with densities from 0-6 dwelling units per net acre. This designation is intended to protect and maintain the character of the single-family neighborhoods and to prevent encroachment into these areas.

Typically, this designation is suitable in areas where there is a wide range of lot sizes from 7,200 square feet to 40,000 square feet. On substandard lots, this density may be exceeded if it complies with the requirements of the Zoning Code.

2) Low – Medium Density Residential (0-2 units per lot)

This land use category is typified by two (2) single-family dwellings units per lot. This designation is intended to protect the character of neighborhoods, which are still mostly single-family while at the same time allowing additional housing to be constructed.

The area of certain parcels designated for this land use category may exceed significantly the lot sizes typical of the use. The City may evaluate the establishment of standards permitting development of densities up to twelve (12) dwellings units per acre on lots exceeding a specified size and may adopt such additional standards under this land use category.

3) Medium Density Residential (0-16 dwelling units per net acre)

This category allows housing with densities from 0-16 dwelling units per net acre. The low-medium density category is intended to accommodate single-family detached-units, duplexes, triplexes, and quadruplexes, as well as two-story multiple unit structures.

4) Medium – High Density Residential (0-32 dwelling units per net acre)

This category allows multi-family housing with densities from 0-32 units per net acre. Multi-family housing such as apartments, townhouses and condominiums are the types of uses typically constructed on lots designated for this category.

5) High Density Residential (0-48 dwelling units per net acre)

This category allows multi-family housing with densities from 0 to 48 units per net acre. These areas are intended to accommodate a variety of housing units including apartment, condominium and townhouse developments.

Commercial

The Commercial categories are established to provide areas in which business may be conducted, goods sold and distributed, and services rendered, and to provide for public activities and other activities, which support retail and business functions.

1) General Commercial

This is a non-specialized commercial category intended to permit a broad range of retail and service businesses. It includes commercial areas along major thoroughfares, freestanding commercial establishments and shopping centers. Professional offices are also permitted in this category. This category has more intense levels of activities associated with retail development.

2) Neighborhood Commercial

This category applies primarily to service and retail businesses, which will provide for the convenience shopping needs of nearby residential areas. This category permits limited commercial activities which are compatible with the scale of the immediate area and do not create significant adverse impacts on adjacent residential areas. Neighborhood commercial should be primarily oriented to pedestrian access. Housing can be developed at up to 32 units per acre.

Industrial

This category is intended to accommodate a range of industrial activities, including manufacturing and wholesale, research and development and assembly activities. It is the intent of the Land Use Element to provide a variety of industrial uses in the City, in order to facilitate the manufacture and provision of goods and services and to provide employment for the community. While the primary use is for industrial activities,

supportive uses such as small scale eating establishments, childcare services, and maintenance and service facilities are also allowed.

Institutional

This category is used to designate public land uses, including schools, colleges, libraries, fire stations, police stations, convention centers, museums, governmental offices, utility stations, and hospitals. This category is also used to designate land used by some quasi-public entities, including public utilities and such institutions as churches, private schools and private hospitals. Pasadena has a variety of institutional uses including colleges such as California Institute of Technology, hospitals such as Huntington Hospital and St. Luke Hospital, as well as churches, museums, and government facilities.

Open Space

This category is for a variety of active and passive public recreational facilities and for City-owned open space facilities. This includes natural open spaces and areas, which have been designated as environmentally and ecologically significant. This category also applies to land, which is publicly owned, though in some instances public access may be restricted. Most importantly, this designation only applies to lands owned by the City.

Specific Plan Areas

The Specific Plan category is for areas that are targeted for a significant portion projected future development while preserving and enhancing areas of historical architectural significance. These Specific Plans addressed areas where the light rail transit stations are located and where land use can be changed to accommodate future needs to meet the goals of this transportation system. Residential uses within this category are multifamily and residential in mixed-use projects at a density of up to 87 units per net acre. This category will provide the opportunities to live near employment and transit centers. Locating high density residential near the transit system would alleviate congestion and improve the quality of air. Residential units in these areas are intended to allow residents to have access to the proposed light rail as a transit system without the use of automobiles.

Each individual Specific Plan will determine the precise mix of land use patterns, zoning, setbacks and design standards for the following areas:

1. Central District Specific Plan (See Table 2B)
2. South Fair Oaks Bio-tech Center Specific Plan (See Table 2B)
3. West Gateway Specific Plan (See Table 2B)
4. East Pasadena Specific Plan (See Table 2B)
5. East Colorado Blvd. Specific Plan (See Table 2B)
6. North Lake Specific Plan (See Table 2B)

7. Fair Oaks/Orange Grove Specific Plan (See Table 2B)

Structures of Historic or Architectural Significance

Land uses other than those designated on the Land Use Diagram may be allowed on sites with structures of historic or architectural significance – and a historic designation – if the use enhances the likelihood of preserving the historic character of the structures and the use would be compatible with the adjacent area.

Work / Live

This policy applies to new construction. The residential aspect of this use will be allowed only in combination with individual studio or workshop space of the residents and is intended to provide an integrated working/living environment. Other uses, such as galleries, antique dealers, restaurants and the like, may be incorporated as deemed appropriate.

Density Bonus For Affordable Housing

A density bonus is offered to residential projects to encourage the production of housing affordable to households with low or very low incomes and to households with senior citizens. Specific Plan areas, which include housing, are also subject to the density bonus. Additional incentives are also offered. The density bonus is available to projects in which of five (5) or more units are permitted without counting the density bonus.

RELATIONSHIP TO ZONING MAP AND ZONING ORDINANCE

The Land Use Element represents the general pattern of land use in the City. The Zoning Ordinance and Zoning Map implement the Land Use Element and its policies. The Zoning Map and Zoning Ordinance, rather than the Land Use Element identify the particular uses permitted on each parcel of land in the City. It is the Zoning Ordinance that sets forth regulations and standards for development to ensure that policies, goals, and objectives of the General Plan are carried out.

The Land Use Element designates the land use pattern envisioned for the City. However, the Zoning Map shows the current zoning designation reflecting the existing needs of the community. The Zoning Map designation must be consistent with the General Plan in relationship to land use category. The zoned land use may be less intense than what is designated by the General Plan. For example, land may be zoned RS-6 (Single Family Residential, 6 dwelling units/net acre) in an area having a land use designation in the General Plan of Medium High Density Residential (16 – 32 units/net acre).

Rezoning can be initiated by the City Council, Planning Commission, or by an individual property owner. The Land Use Element is a guide for City decision makers as to which

zoning changes are consistent with the Comprehensive General Plan. It also shows the private development sector where changes in land use are likely to be approved.

As a charter city, Pasadena is not currently required to meet the State law requirement for consistency between the general plan and the zoning ordinance. However, it is the policy of the City to maintain such land use consistency.

BUILDING INTENSITY AND POPULATION INTENSITY STANDARDS

Government Code Section 65302 (a) requires Land Use elements to contain building intensity and population density standards for all land use categories. The City of Pasadena intends for the building intensity standards to represent the maximum physical development, which may occur within the land use categories and geographical areas. The Zoning Ordinance will contain the specific land use regulations and development standards for all parcels of land in the City.

If an existing building is demolished and a new building is constructed on the same site, the square footage of the existing building is subtracted from the square footage of the new building in determining the total "new" square footage on the site regardless of use.

The reuse of an existing building without the addition of square footage does not result in "new" square footage on the site. Parking structures are exempt from the building intensity standards.

The building intensity standards may not be amended upwards following adoption of the Draft Land Use Element by the City Council. As part of the Environmental Impact Report prepared on the Draft Land Use Element, these standards may be subsequently reduced to mitigate impacts, but under no circumstances will they be increased. Following certification of the EIR and adoption of the Final Land Use Element, building intensity standards may be reviewed and revised only during the Five Year updates of the Comprehensive General Plan.

The table below presents a comparison between existing development and the amount permitted under the Land Use Element.

TABLE 1
SUMMARY OF DEVELOPMENT POTENTIAL

Existing Development	General Plan
Total Nonresidential Floor Area (Square feet)	
42,000,000	56,000,000
Total Housing Units	
55,000	64,680

The population density standards are shown on Table 3. Based on the total housing units expected at build-out of the Draft Land Use Element, using an estimated household size of 2.52 persons per household (2000 Census average household size), the ultimate population is estimated to be approximately 165,000 persons.

TABLES 2A & B

POTENTIAL BUILDING INTENSITY OUTSIDE OF TARGETED GROWTH AREAS

	POTENTIAL NEW DEVELOPMENT BEYOND 1994		POTENTIAL NEW DEVELOPMENT BEYOND 2004	
	UNITS	SQ. FOOTAGE	UNITS	SQ. FOOTAGE
Low Density Residential (0-6 units/acre)	390		315	
Low-Medium Density Residential (0-2 units/lot)	508		488	
Medium Density Residential (0-16 units/acre)	666		769	
Medium High Density Residential (0-32 units/acre)	1,266		1,160	
High Density Residential (0-48 units/acre)	601		546	
Planned Development				
General Commercial Maximum FAR = 0.80		1,570,780		1,422,401
Neighborhood Commercial Maximum FAR = 0.70		483,780		483,780
Industrial Maximum FAR = 0.90		456,531		159,690
Institutional (Existing Master Plans)		1,837,124		1,437,124
Institutional (Future Master Plans + others)		500,000		500,000
TOTALS	3,431	4,848,215	3,278	4,002,995

BUILDING INTENSITY STANDARDS FOR TARGETED GROWTH AREAS

SPECIFIC PLANS	ALLOWABLE NET NEW DEVELOPMENT BEYOND 1994		ALLOWABLE NET NEW DEVELOPMENT BEYOND 2004	
	UNITS	SQ. FOOTAGE	UNITS (See Note)	SQ. FOOTAGE (See Note)
A. CENTRAL DISTRICT	5,095	6,217,000	3,395 Interchangeable	4,817,000 Interchangeable
B. SOUTH FAIR OAKS	300	1,550,000	300	1,290,000
C. WEST GATEWAY	75	800,000	75 Interchangeable with Nonresidential (Increase to 700 units, by Specific Plan)	800,000 Interchangeable with Residential (Reduction to 268,750, by Specific Plan)
D. EAST PASADENA	400	2,100,000	500	2,020,000
E. EAST COLORADO	750	650,000	750 Interchangeable to Nonresidential	315,000 Interchangeable from Residential
F. NORTH LAKE	500	175,000	487	145,000
G. FAIR OAKS / ORANGE GROVE	150	500,000	485	553,000

Note: Specific Plans may permit higher totals for either residential units or nonresidential floor area, with a corresponding reduction of the other category, if they provide that potential residential and nonresidential development are interchangeable.

TABLE 3

POPULATION AND EMPLOYMENT INTENSITY STANDARDS

	Total Population	Total Employment
Low Density Residential (0-6 units / acre)	60,475	
Low-Medium Density Residential (0-2 units / lot)	11,511	
Medium Density Residential (0-16 units / acre)	14,210	
Medium-High Density Residential (0-32 units / acre)	26,815	
High Density Residential (0-48 units / acre)	13,255	
Planned Development	3,240	4,114
General Commercial – Maximum FAR = .080		11,770
Neighborhood Commercial – Maximum FAR = 0.70	1,716	6,047
Industrial – Maximum FAR = 0.90		2,507
Institutional		15,548
Subtotal	131,222	39,986
SPECIFIC PLANS		
A. CENTRAL DISTRICT	19,580	84,972
B. SOUTH FAIR OAKS BIO-MEDICAL	759	9,850
C. WEST GATEWAY	378	5,546
D. EAST PASADENA	1,615	17,745
E. EAST COLORADO	1,890	6,725
F. NORTH LAKE AVENUE	2,142	2,860
G. FAIR OAKS/ORANGE GROVE	3,880	742
TOTAL	161,466	168,426
	Population in Central District and West Gateway could be greater due to interchangeability of land use intensities.	

Based on the total non-residential square footage at build out of the Land Use Element, the total number of employees that would result from the General Plan is estimated to be approximately 168,000.

The correlation between the Land Use and Mobility Elements is based on projections of housing units and non-residential square footage in 2015. The traffic model used for the Environment Impact Report analyzed the numbers for 2015 and was able to include the effects of protected regional traffic in 2015. Table 4 below shows the projections of housing units and population for 2015 as compared with existing development and build-out of the General Plan.

TABLE 4

2015 DEVELOPMENT PROJECTIONS

	Existing	2015	Build-out
Residential	55,000	59,500	64,680
Non-Residential	42,000,000	47,000,000	56,000,000

D. IMPLEMENTATION STRATEGIES

This section identifies the actions that will be taken to implement the Guiding Principles as translated into Objectives and Policies of the General Plan. Strategies include: implementation of Specific Plans, Zone Changes, and Zoning Code Amendments, development of the Green Space/Conservation, Arts and Culture, and Economic Development and Employment Elements of the General Plan, Design Principles and Criteria, Design Standards, Historic Preservation, Redevelopment Project Areas, Master Development Plans, and Zoning Code revisions.

1. SPECIFIC PLANS

A specific plan is a document designed to implement the goals and policies of the General Plan. Specific plans were prepared for the seven areas that are described below. These plans contain detailed development standards, distribution of land uses, infrastructure requirements, and implementation measures for the development of a specific geographic area. Transit-oriented development, pedestrian-oriented development, and mixed-use development with housing over commercial establishments are included in the specific plans.

These development standards and regulations are the most important aspect of a specific plan since it is through these standards that the Goals and Policies of the General Plan are implemented. The specific plan is similar in nature to the zoning ordinance because it deals with implementation through the use of development regulations. Unlike the citywide zoning ordinance, however, specific plans are targeted to specific planning areas. This allows for greater flexibility and provides an opportunity to focus regulations and standards on the goals of a specific geographical area. This is the primary purpose of a specific plan, which provides a mechanism to target implementation measures toward a specific planning area while preserving and enhancing areas of historical or architectural significance. Specific plans were prepared to include all areas of the City where the bulk of development is planned to occur.

The contents of a specific plan are contained in the State Planning and Zoning Law. Section 65451 (a) of the Planning and Zoning Law states that:

(a) A specific plan shall include a text and diagram or diagrams which specify all of the following in detail:

1. The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
2. The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be

located within the area covered by the plan and needed to support the land uses described in the plan.

3. Standards and criteria by which development will proceed, and standards for the conservation, development and utilization of natural resources, where applicable.
 4. A program of implementation measures including regulations, programs, and public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).
- (b) The specific plan shall include a statement of the relationship of the specific plan to the general plan. In addition, the specific plan may contain any other material considered necessary or desirable for General Plan implementation.

Development standards, which may be considered in the specific plan preparation, include such things as:

- Transfer of Development Rights;
- Building Heights;
- Linkage of Land Use Types;
- Phasing of Development;
- Economic Feasibility;
- Compatibility with Adjacent Neighborhoods;
- Bulk and Massing;
- Density;
- Hours of Operation; and
- Intensity and Location of Housing.

As described below, the General Plan designates the intensity of development and the mix of allowed uses within each specific plan area. During preparation of the specific plans, movement from one category to another within a specific plan area or strategy area is allowed if necessary to implement the goals of the specific plan. Under no circumstances, however, is a shift allowed from one specific plan area to another or from one strategy area to another during preparation of the plans. Such shifts may require an amendment or supplement to the General Plan environmental impact report, through a public process. In addition, each specific plan contains a "25-percent flexibility factor." This means that any category within a specific plan can be increased by 25 percent by borrowing from another nonresidential category within the same area. Therefore, the total nonresidential floor area is not changed. This process is done through a noticed public hearing before the Planning Commission.

Specific plans may determine whether dwelling unit totals and building floor area for residential and nonresidential development may be converted and interchanged to allow more flexibility among uses.

The intensity of development (i.e. new nonresidential floor area and new residential development) described below for each specific plan is the level of development that was allowed beginning with adoption of the 1994 Land Use Element or as revised at the recommendation of the specific plan.

A. CENTRAL DISTRICT SPECIFIC PLAN

This Specific Plan covers the entire Central District and the Arroyo Parkway gateway corridor. This Central District Specific Plan includes a diverse mix of land uses designed to create the primary business, financial, retailing and government center of the City. The table below shows the amount of nonresidential floor area and housing units allowed for the entire Central District.

Total New Housing Units =	5,095
Total New Non-Residential Square Footage =	6,217,000

Development on parcels in the Central District is regulated by Floor Area Ratios (FARs) to limit total development in the Plan area to the intensity adopted in this Land Use Element. The FARs are based on the total allowable development intensity for the Plan area, combining the floor area of new housing units and new nonresidential floor area. The combination of residential and nonresidential development shall not exceed the total intensity of the two intensity standards combined.

A large portion of the Central District Specific Plan area is governed by existing redevelopment plans. The goals and objectives of these plans have been fully incorporated into the Central District Specific Plan. These redevelopment plans are the Downtown Redevelopment Project and Old Pasadena Redevelopment Project.

The Fuller Theological Seminary Master Plan, as approved by the Pasadena City Council on September 8, 1992, calls for 300 new housing units and 250,000 additional square feet of non-residential development.

B. SOUTH FAIR OAKS BIO-TECH CENTER SPECIFIC PLAN

This Specific Plan was adopted in April 1998 to facilitate the transition of this area to become a center for biomedical and research facilities. The Specific Plan emphasizes biotech development that builds on the assets of the adjacent Huntington Hospital and the nearby California Institute of Technology.

Total New Housing Units =	300
Total New Non-Residential Square Footage =	1,550,000

C. WEST GATEWAY SPECIFIC PLAN

The West Gateway Specific Plan was adopted on July 13, 1998, with a focus on the arts, culture and education by building on the strengths of the Norton Simon Museum and Ambassador Auditorium. This focus is encouraged and strengthened through the Specific Plan. The Specific Plan incorporates the existing parks and existing setback requirements. Plan emphasis is on preserving, replacing and enhancing gardens and foliage landscaping as a continuing visual extension of "South Orange Grove" ambiance. Historic structures identified in the historic resources inventory must be preserved, such as the Vista del Arroyo bungalows. The Vista del Arroyo bungalows will be used for offices or housing with the emphasis on reusing the bungalows. Mixed-use development is encouraged in this specific plan area. The Specific Plan provides flexibility in the limit on intensity of development, allowing conversion of nonresidential floor area to residential units, with an increase of residential units to 700 and a reduction of nonresidential floor area to 268,750.

Total New Housing Units =	75
Total New Non-Residential Square Footage =	800,000

D. EAST PASADENA SPECIFIC PLAN

This Specific Plan is focused on providing additional employment opportunities for the City by facilitating expansion of existing businesses and development of new businesses. It consists of industrial and retail areas on both sides of the 210 Freeway. The three areas that comprise the Specific Plan area are described below.

d1. East Foothill Industrial District

In this area, the Specific Plan encourages this area's continued use as an industrial district with moderate amounts of additional office and commercial development. The Specific Plan facilitates transit-oriented development near the proposed light rail station at Sierra Madre Villa and the 210 Freeway. The completed San Gabriel Redevelopment Project Area is within the boundaries of this sub area.

Total New Housing Units =	100
Total New Non-Residential Square Footage =	890,000
Industrial =	700,000
General Commercial =	140,000
Institutional (including child care) =	50,000

d2. Foothill, Rosemead-Sierra Madre Villa

In this area, the Specific Plan encourages additional industrial and office development with a limited amount of supporting retail/commercial development. Childcare to support employees should be encouraged.

Transit-oriented development is encouraged around the proposed light rail station at Sierra Madre Villa and the 210 Freeway.

In contrast to other Specific Plan areas, the "flexibility factor" for this area 50 percent rather than the 25 percent.

Total New Housing Units =	400
(300 at or near the light rail station)	
Total New Non-Residential Square Footage =	1,149,900

d3. Hastings Ranch/Foothill-Rosemead Shopping Center Areas

In this area, the emphasis is on enhancing the existing retail development and improving pedestrian access between the separate shopping areas. Transit oriented development will be encouraged in this area.

Total New Housing Units =	0
Total New Non-Residential Square Footage =	60,100

E. EAST COLORADO BOULEVARD SPECIFIC PLAN

This Specific Plan identifies areas of East Colorado Boulevard that are appropriate locations for developing mixed-use projects and housing projects and areas where commercial development should be concentrated. The Specific Plan analyses the corridor between Colorado Boulevard and the proposed light rail station at Allen and the 210 Freeway for appropriate pedestrian and circulator links. The specific plan also establishes mechanisms to protect the single-family residential area north of the freeway on Allen from the impacts of the light rail station and protect the residential areas surrounding the Specific Plan.

The overall purpose of this Specific Plan is to break up long stretches of strip commercial with residential uses and cluster commercial uses in nodes that are identified by the Specific Plan. Potential residential development may be converted to non-residential floor area, but non-residential area may not be converted to allow additional residential units.

Total New Housing Units =	750
Total New Non-Residential Square Footage =	650,000
General Commercial =	550,000
Institutional (including child care) =	100,000

F. NORTH LAKE SPECIFIC PLAN

The Specific Plan focuses on developing design standards and on identifying areas for mixed-use development on North Lake and the frontage of East Washington between Lake and El Molino, with emphasis on providing a pedestrian-friendly environment. Some goals of the Specific Plan area:

- To move away from auto-oriented uses;
- To create a pedestrian-friendly environment;
- To develop streetscape and landscape plans;
- To develop design standards;
- To protect residential areas from impacts of commercial development

A goal of the Specific Plan is to buffer residential uses from commercial development on Lake Avenue.

The Lake/Washington Redevelopment Plan is incorporated into the Specific Plan for North Lake.

Total New Housing Units =	500
Total New Non-Residential Square Footage =	175,000
General Commercial =	175,000

G. FAIR OAKS/ORANGE GROVE SPECIFIC PLAN

The Fair Oaks/Orange Grove Specific Plan encourages actions to visually and physically unify the area, remove planning and zoning barriers to thinly capitalized and other start-up businesses, and encourage household/family-based entrepreneurial endeavors. The Specific Plan also encourages "livable community" concepts such as balanced mixed-use development, with retail, residential, and employment within walking distance of one another, stabilize neighborhoods with affordable housing opportunities and provide for the adaptive reuse of existing residential and commercial buildings to emphasize the historic uniqueness of Fair Oaks/Orange Grove and to foster a greater sense of community. Built-in flexibility and performance standards are envisioned to be part of the plan as well as expanded incentives for investment and development.

The Planning & Development Department and the Northwest Programs Office coordinate the Specific Plan process.

Total New Housing Units=	550
Total New Housing Units for District 1 and 2	200
Total New Housing Units for District 3 =	350

Total New Non-residential Square Footage =	611,000
General Commercial for District 1 =	70,000
General Commercial for District 3 =	350,000
General Industrial for District 2 =	41,000
General Industrial for District 3 =	150,000

New Housing Unit totals for the Fair Oaks/Orange Grove Specific Plan include both market-rate and affordable units.

2. OTHER PLANNING TOOLS

Zoning Map Amendments

Areas of the city may become the subject of zone change studies and amendments to the zoning code to implement the goals and policies of the General Plan. Other areas will require zone changes in order to achieve consistency with the General Plan and the Zoning Code.

Zoning Code Revision

The Zoning Code is the most important and effective tool for the implementation of the General Plan. The purpose of zoning is the establishment of land use controls intended to advance the policies of the General Plan.

The Zoning Code, Title 17 of the Pasadena Municipal Code, has been revised to conform with and implement the revised Land Use and Mobility Elements of the General Plan. New zoning designations have been established to reflect changes in land use designations. New development standards, consistent with the intensity standards and policies of the Element, have also been adopted. These standards reflect the objectives and policies of the General Plan.

Transit-Oriented Development

Transit-oriented development has the potential to provide an important contribution to the achievement of Pasadena's future vision as expressed by the General Plan and its seven Guiding Principles. With growth targeted away from neighborhoods and into the downtown and along major transit corridors, exciting opportunities are created to provide diverse economic, housing and cultural places. Targeted development areas served by intermodal transportation systems and linked to the surrounding community by pedestrian-friendly streets will promote activity centers and urban villages with a reduced need for auto use. The nature of transit-oriented development supports convenient access to areas of interest that they can circulate without undo impact on the environment or the City's street system.

Economic vitality supplemented by an efficient transit network will promote jobs, services, revenues, and opportunities. Safe, well designed accessible and human scaled residential, commercial, and mixed-use areas will be developed to utilize transit as an important part of the discourse. Transit function will be scaled to serve community and neighborhood needs and to promote Pasadena's vision as a great city – a diverse and beautiful community.

Characteristics: Within walking distance of a light rail station and encompassed by an area of suitable land uses and development density standards, Transit-Oriented Development districts will be defined. TODs will display the following characteristics:

- Compact land uses and development configurations that facilitate walking and biking as convenient options; land uses that support one another and are oriented to an enhanced pedestrian environment and transit ridership that will consolidate trips.
- Varied and complementary land uses that make transit trips more convenient. When civic, commercial, housing, and mixed-use developments are accessible to transit, the augmentation of existing, and the creation of new, community focal points will be enhanced. Transportation systems are more efficient.
- Allowable development densities will be achieved while reducing the impact of traffic.
- Development patterns transition smoothly into adjacent neighborhoods. Surrounding areas will have convenient access to transit and the uses in the vicinity of light rail stations without the inconvenience of increased traffic on residential streets.

Strategic Programs: A strategic program is a careful plan that defines systematic procedures designed to implement a Specific Plan and the goals and policies of the General Plan. This program should contain detailed development standards, public and private initiatives, infrastructure requirements, operational characteristics for the coordinated mutually reinforcing implementation measures for a specific geographic area. Transit-oriented development, pedestrian-oriented development, mixed-use development, housing over commercial uses, pocket parks and civic plaza development in the vicinity of light rail stations should be the focus of the strategic program. Also, the operations of transportation and infrastructure facilities to maximize the achievement of place-making potential for each station area/district should be integral to the strategic program.

The strategic program should be tailored to the unique circumstances of each of the City's seven light rail station districts and the specific plan relevant to that area. However, the strategic program should be planned and executed in a coordinated manner to assure the implementation/operation of each light rail station district will support the other.

The primary purpose of a strategic program is to provide a sustained effort of implementation activities, to coordinate the function of various agencies, and to assure that development remains consistent with specific plan and General Plan goals.

Consider the preparation of a comprehensive TOD implementation program for each TOD area around the City's seven light rail stations in the Central District, Allen Avenue,

and East Pasadena. Build upon the objectives and policies of the applicable specific plans and the General Plan and review the program periodically. The TOD program should address the following:

- Develop programs and strategies that foster linkages among development, land use and transit. Consider relevant business, local institution and government agency activities.
- Describe specific public and private improvement programs to assist in achieving planning, urban design, and ridership goals.
- Identify strategies for achieving a more balanced system of movement, consistent with urban design guidelines, within the TOD area. Assure convenient access to the TOD areas from surrounding community. Plan to minimize traffic impacts.
- Develop programs, in coordination with transit agencies, that will guide transit operations that foster cooperation between local and regional objectives. Work with agencies to meet TOD planning goals.

The proposed TOD program supports greater integration of mobility, land use, and urban design.

3. GREEN SPACE/CONSERVATION ELEMENTS

The City will revise the mandatory Open Space Element of the General Plan, which will be called the "Green Space Element." This element will incorporate all the existing plans prepared for open space and park areas and will also include several new planning and implementation efforts. The Conservation Element will be revised in tandem with the Green Space Element.

During the development of the Green Space Element, the need for new zoning designations for natural and recreational open space will be investigated.

The Lower Arroyo Seco has an existing Master Plan to govern development and protection of this unique part of the Arroyo. Other parts of the Arroyo Seco include the area extending from the proposed Hahamongna Water Park through Brookside Park to the Lower Arroyo Park. The Hahamongna Watershed Park has been extensively studied and is planned through the Hahamongna Watershed Park Plan. The Arroyo provides not only opportunities for recreation but also a complex riparian ecosystem within the city limits. The Green Space Element will address development of recreational opportunities and protection and restoration of the ecosystem, while recognizing the important existing water supply and flood control functions of the area.

Eaton Canyon is home both to natural areas and to developed recreational sites. A master plan shall be prepared to include the existing OS (Open Space) zoned area associated with the civil defense site and pistol range, Eaton Wash Park, and the area down to the 210 Freeway. Existing natural areas will be protected under the plan. Recreational opportunities may be developed in some areas of Eaton Canyon such as the area immediately north of Foothill Boulevard.

The following City parks already have master plans:

- Brookside Park
- Brookside/Rose Bowl – Area “H”
- Central Park
- Eaton/Blanche
- Hamilton Park
- Jefferson Park
- Lower Arroyo Park (not finalized)
- McDonald Park
- Memorial Park
- Robinson Park
- Victory Park
- Villa-Park Center
- Washington Park

These plans will be incorporated into the Green Space Element and updated if necessary. The element will also investigate sources of financing to implement these park plans.

Neighborhood Parks can provide smaller open space experiences within the developed city. The City shall prepare a study of sites potentially suitable for small parks of at least one-acre. The study will include sites in both residential and commercial districts. Though emphasis will be placed on city-owned land and parts of the former Santa Fe Railroad right-of-way, privately held sites will also be considered. Neighbors of potential sites shall be included in discussions when the study is prepared.

The Green Space Element will investigate what steps are necessary to utilize school playgrounds and playing fields as park or open space areas. In many cases, school playgrounds are already functioning as neighborhood parks, but facilities such as restrooms and drinking fountains are unavailable when the schools are closed.

The urban forest is significant asset contributing to the quality of life in Pasadena. Strategies to protect and enhance our urban forest will be an important component of the Green Space Element.

4. ART AND CULTURE ELEMENT

The Art and Culture Element will address the following topics: creative support, cultural equity, education, facilities, funding, leadership, market and cultural tourism, and public art.

5. ECONOMIC DEVELOPMENT AND EMPLOYMENT ELEMENT

The Economic Development and Employment Element will include goals and policies to guide decisions affecting economic opportunities and employment growth in the city.

6. CITYWIDE DESIGN PRINCIPLES

The Citywide Design Principles, pages 2 to 22, are incorporated.

CITYWIDE DESIGN PRINCIPLES

- 1. Introduction**
- 2. Main Objective**
- 3. Guiding Principles**
- 4. Pasadena Design Qualities**



Introduction

These Principles are a guide to development throughout the community and are intended to achieve the following:

- a) Buildings and landscapes particular to Pasadena – designs that complement their settings and enhance the community's unique character and special qualities.
- b) Development projects that contribute to an identifiable and coherent city form – a place that is both visually appealing and comfortable to use.
- c) Creative architectural solutions that acknowledge the surrounding context without direct mimicry of historical styles.

The principles are written to promote desirable qualities, and they should establish a dialogue among designers, developers, and the local community. They are applicable to all development projects subject to design review and may be supplemented by more detailed design guidelines for a particular project or a specified area within the City.



Main Objective

Excellence in Building and Landscape Design: the over-riding objective of these City-wide Design Principles is to establish a high standard of design for all new development within the community.

The hallmark of design excellence is to create places of enduring quality that are uniquely fit to their time and place. Success depends upon the City's commitment to this objective, as well as collaboration with quality designers and visionary clients. Citywide Design Principles are one measure of the City's commitment and are the foundation for effective communication and collaboration. They identify the particular qualities and conditions that support design excellence – those qualities and conditions that contribute to Pasadena's unique identity and a coherent city form. In the end, a building or landscape design should make a positive contribution to the City and its surroundings.



CITYWIDE DESIGN PRINCIPLES

Guiding Principles

5

Guiding Principle 1: Enhance the Surrounding Environment

Building and landscape projects alter the existing environment. The first Guiding Principle recognizes this fact and requires that a project improve upon its surroundings to the public's benefit. A development should complement and respond to the immediate area, as well as the larger City environment; it should acknowledge the natural and cultural history of the place. Projects should also promote environmental sustainability by minimizing the use of energy, water, and other finite resources.

In particular, reuse and rehabilitation of historic buildings and structures will protect the City's important architectural heritage. New development adjacent to historic structures should respect the existing fabric and provide a transition between the old and the new.

Development projects need to recognize the importance of public space. They offer access to light, air and views, and are frequently places of social interaction. Therefore, the community's open spaces should function as outdoor rooms that are as carefully designed as its buildings. It is especially important that streets support pedestrian safety and comfort, and that commercial streets are active and engaging places.



PASADENA

Guiding Principles**Guiding Principle 2: Incorporate Human Values and Needs**

Buildings and places should reflect the values of the community and promote the well being of its citizens. Building and landscapes should create places that are amenable to human comfort and use. They should also provide an enduring investment in the community.

The community will benefit from buildings that are inviting and sustain interest. A building's design should accommodate the intended use, and it should clearly communicate its access and use. Measurements and proportions need to relate to and reflect the importance of people, often referred to as "human scale" design.



CITYWIDE DESIGN PRINCIPLES

Guiding Principles

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Guiding Principle 3: Show Creativity and Imagination

These Design Principles encourage a variety of creative responses. Different eras and a diversity of people have shaped the City and given it a unique collection of buildings and landscapes. Its architectural heritage is the result of the creative vision and imagination of many groups and individuals. While a new building should respect the surrounding character, it should avoid nostalgic misrepresentations that confuse the relationships among buildings over time. The City will benefit most from creative designs that show individual expression, richness, and variety.

It is imperative that the City continues to support this diversity of creative and cultural expression. Likewise, each designer and developer needs to recognize that they are making a lasting contribution to the community. At its best, their work will collectively add interest, variety and distinction to the community.



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CITYWIDE DESIGN PRINCIPLES

Pasadena Design Qualities

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These are some of the qualities that lend much of Pasadena a special character and particular sense of place

...at the scale of the community:

- **Community Identity:** *historic buildings; memorable building features*
- **Physical Connections:** *linked plazas, courtyards, street, alleys and passages*
- **Visual Relationships:** *mountain views; landmark views; axial and framed views*
- **Cultural Expression:** *historic districts; civic art*

...at the scale of the street:

- **Spatial Definition:** *commercial buildings at or near street edge; street trees*
- **Public Character:** *ample sidewalks; street furniture; entries along sidewalks*
- **Protected Sidewalks:** *on-street parking; mature canopy trees; awnings*
- **Sidewalk Activity:** *street-level shops; frequent entries; sidewalk dining*

...at the scale of the site:

- **Integrated Planning:** *parking behind buildings; buildings oriented to street*
- **Outdoor Rooms:** *defined courtyards; intimate gardens*
- **Comfortable Access:** *gracious, shaded entries; paseos (outdoor passages)*
- **Human Occupation:** *shade trees; fountains; lush planting; warm materials*

...at the scale of the building:

- **Contextual Fit:** *strong massing; horizontal division (base, middle, top)*
- **Three-Dimensional Quality:** *rhythmic order; deep openings; shadow lines*
- **Visual Transparency:** *prominent building entries; shop windows*
- **Human Scale:** *rich visual detail*



PASADENA

CITYWIDE DESIGN PRINCIPLES

Pasadena Design Qualities

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These are some of the qualities that lend much of Pasadena a special character and particular sense of place

...at the scale of the residential neighborhood:

- Traditional Patterns: *attractive street elevations; consistent setbacks*
- Neighborhood Linkages: *sidewalks coincident with street; outdoor passages*

...at the scale of the residential street:

- Neighborly Streets: *highly visible street elevations; front porches*
- Walkable Streets: *protected paths; interesting streetscape with varied dwellings*

...at the scale of the residential lot:

- Landscape Setting: *verdant front yards; attractively planted common areas*
- Useable Open Space: *residential courts; site amenities; private yard areas*

...at the scale of the residential dwelling:

- Visual Appeal: *compatible changes in form, material and color*
- Residential Scale: *porches; balconies; decorative features and trim*



PASADENA

Pasadena Design Qualities: Illustrations

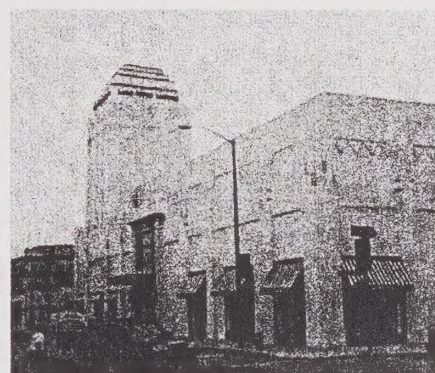
- 1. Community Character**
- 2. Street Environment**
- 3. Site Planning**
- 4. Building Design**
- 5. Residential Neighborhood Character**
- 6. Residential Street Environment**
- 7. Residential Lot Design**
- 8. Residential Dwelling Design**

CITYWIDE DESIGN CRITERIA

11

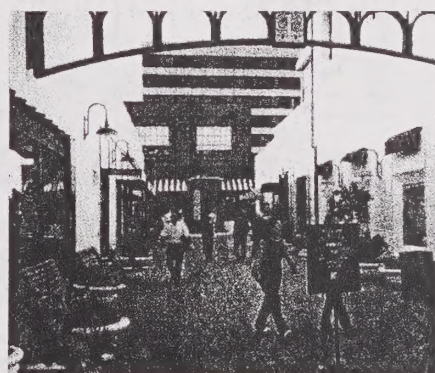
Pasadena Design Qualities: Illustrations Community Character

Community Identity: *A community should portray a strong identity, including the presence of recognizable districts and landmarks.*



Precedent: *memorable building features*

Physical Connection: *A community should connect through a network of public spaces and paths.*



Precedent: *linked outdoor spaces*



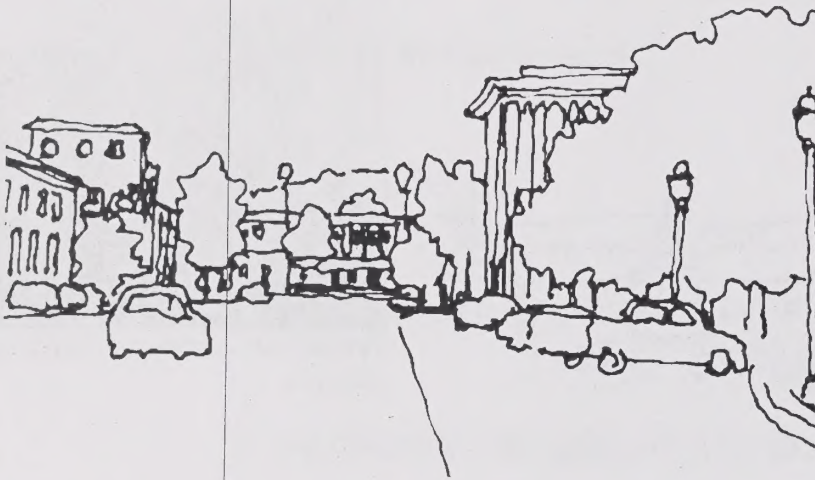
PASADENA

CITYWIDE DESIGN CRITERIA

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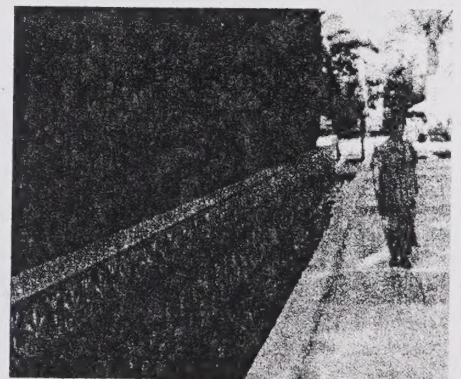
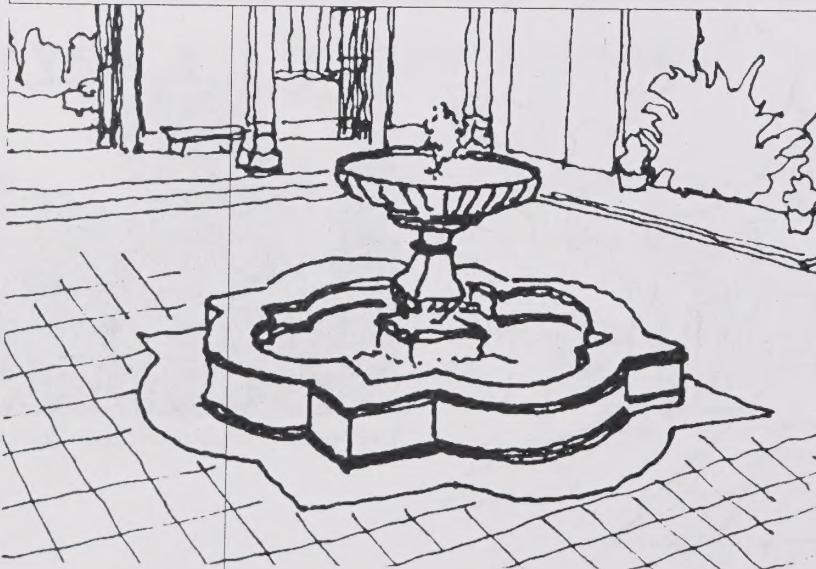
Pasadena Design Qualities: Illustrations Community Character

Visual Relationships: *A community should take advantage of important views and vistas, and provide numerous opportunities for access to light and air.*



Precedent: axial and framed views

Cultural Expression: *A community should express local history and culture.*



Precedent: civic art



PASADENA

CITYWIDE DESIGN CRITERIA

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Pasadena Design Qualities: Illustrations Street Environment

Spatial Definition: *A street should read as a well-defined space.*



Precedent: commercial buildings
at street edge

Public Character: *A street should readily communicate that it is public space.*



Precedent: entries along sidewalk



PASADENA

CITYWIDE DESIGN CRITERIA

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Pasadena Design Qualities: Illustrations Street Environment

Protected Sidewalks: *A street should contribute to the physical safety and comfort of pedestrians.*



Precedent: canopies and awnings

Sidewalk Activity: *A street should be an active and engaging place.*



Precedent: street level shops



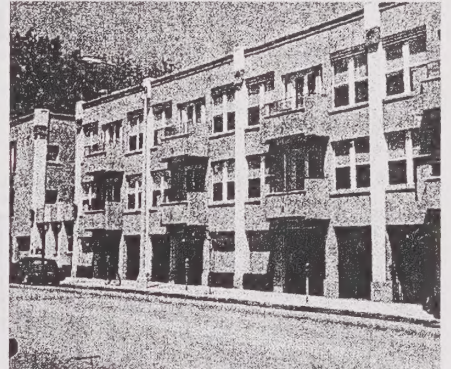
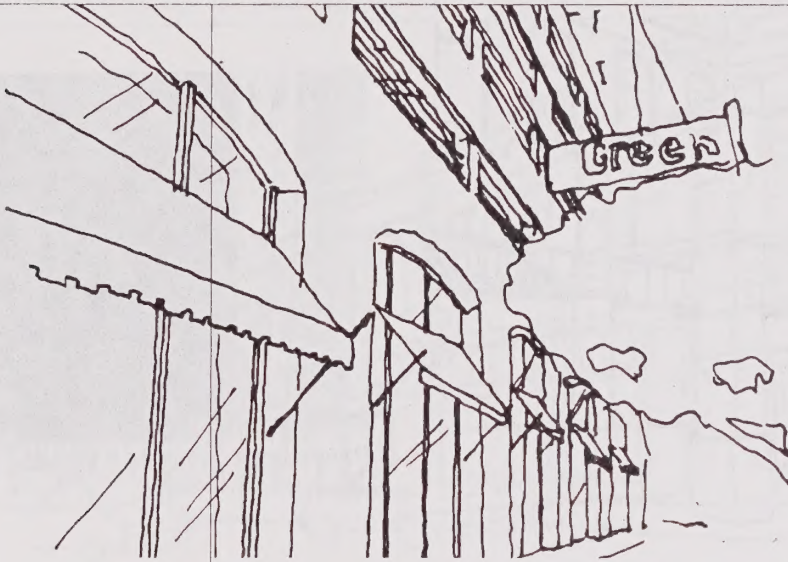
PASADENA

CITYWIDE DESIGN CRITERIA

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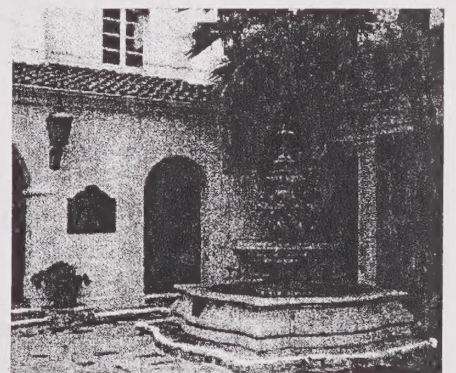
Pasadena Design Qualities: Illustrations Site Planning

Integrated Planning: *A site should support the functional and visual integration of on-site facilities and uses.*



Precedent: *buildings oriented to street*

Outdoor Rooms: *A site should have places amenable to outdoor activity and use.*



Precedent: *defined courtyards*



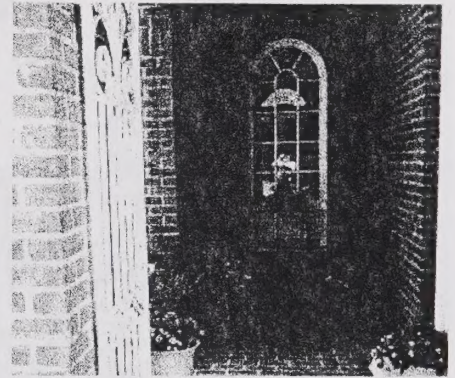
PASADENA

CITYWIDE DESIGN CRITERIA

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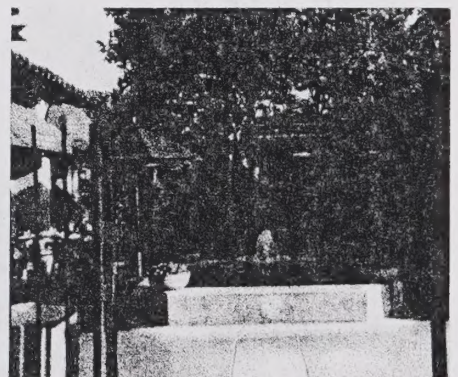
Pasadena Design Qualities: Illustrations Site Planning

Comfortable Access: *A site should establish an easy transition between exterior and interior space.*



Precedent: *generous, shaded entries*

Human Occupation: *A site should include amenities for comfortable social interaction.*



Precedent: *shade trees, fountain, and lush plantings*



PASADENA

CITYWIDE DESIGN CRITERIA

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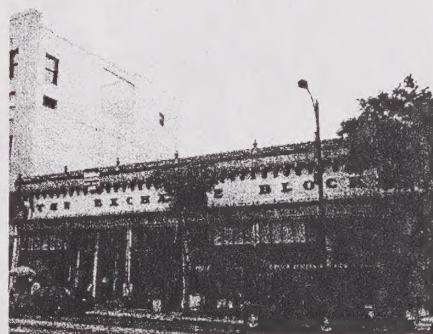
Pasadena Design Qualities: Illustrations Building Design

Contextual Fit: *A building should fit with its surroundings.*



Precedent: *strong massing with horizontal divisions*

Three-Dimensional Quality: *A building should add interest and variety to its surroundings.*



Precedent: *rhythmic order and deep openings*



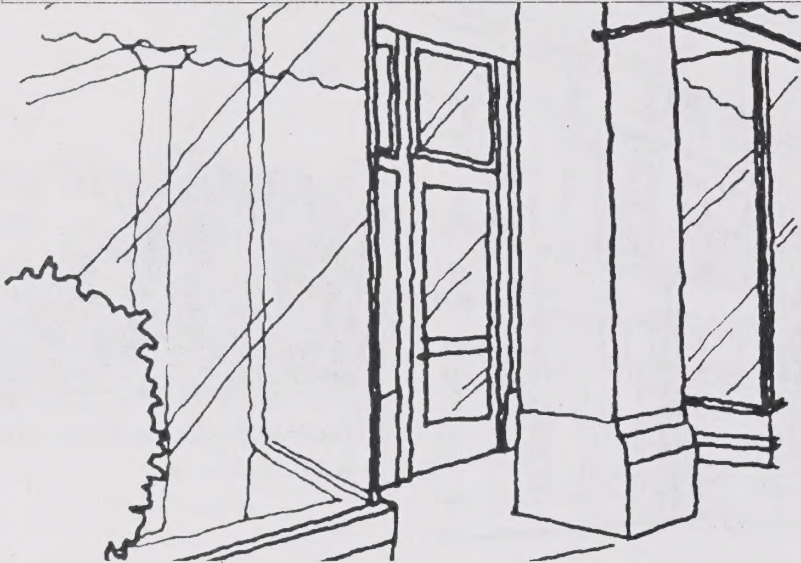
PASADENA

CITYWIDE DESIGN CRITERIA

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Pasadena Design Qualities: Illustrations Building Design

Visual Transparency: *A building should offer helpful cues about its access and use.*



Precedent: *prominent building entries and shop windows*

Human Scale: *A building should contribute to a more pleasant and humane living environment*



Precedent: *rich visual detail*



PASADENA

Pasadena Design Qualities: Illustrations
Residential Neighborhood Character

Traditional Patterns: *A residential neighborhood should respect traditional development patterns.*



Precedent: *consistent setbacks*

Neighborhood Linkages: *A residential neighborhood should provide direct links to important destinations.*



Precedent: *outdoor passages*

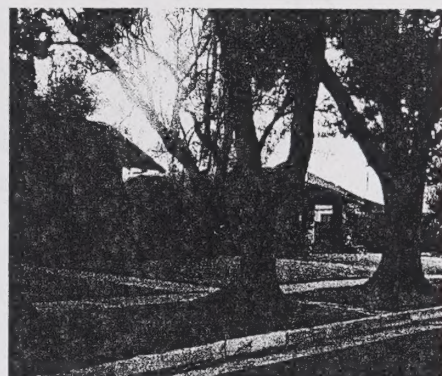
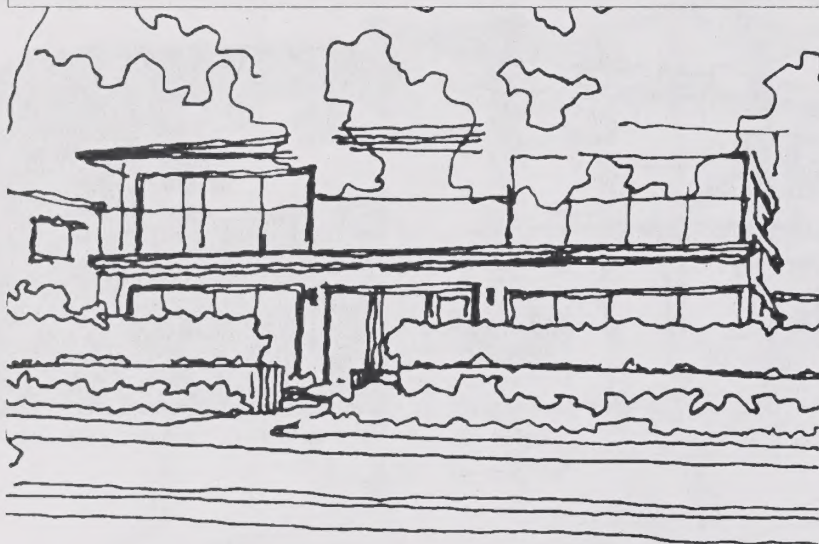


CITYWIDE DESIGN CRITERIA

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Pasadena Design Qualities: Illustrations Residential Street Environment

Neighborhood Streets: *A residential street should be a sociable place that offers a sense of security, with a layered transition from dwelling to street.*



Precedent: highly visible and attractive street elevations

Walkable Streets: *A residential street should make walking safe and appealing.*



Precedent: tree lawn with spreading canopy trees



PASADENA

CITYWIDE DESIGN CRITERIA

Pasadena Design Qualities: Illustrations Residential Lot Design

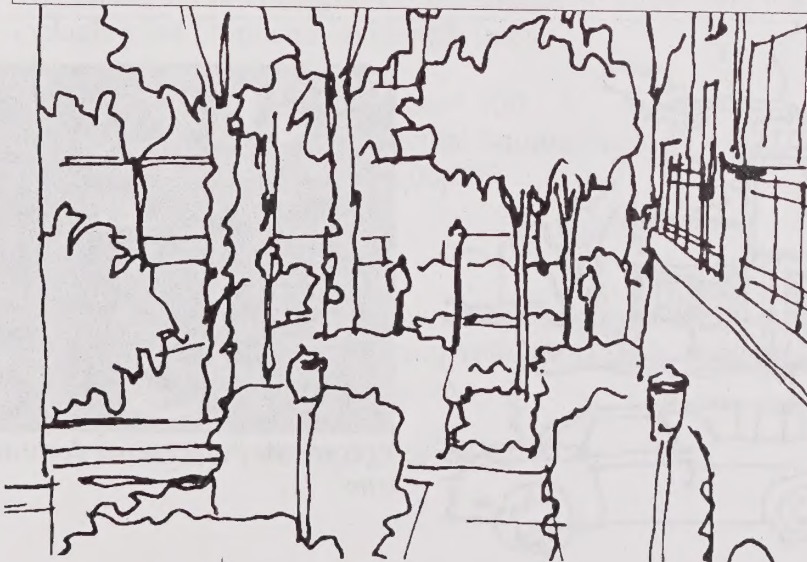
21

Landscape Setting: *A residential lot should provide an abundance of greenery.*



Precedent: *attractively planted common areas*

Useable Open Space: *A residential lot should provide useable outdoor space.*



Precedent: *residential courts*



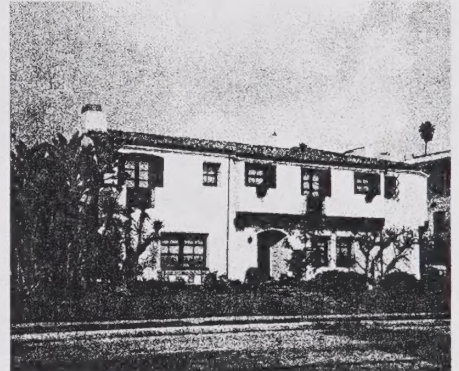
PASADENA

CITYWIDE DESIGN CRITERIA

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Pasadena Design Qualities: Illustrations Residential Dwelling Design

Visual Appeal: *A residential dwelling should be visually appealing.*



Precedent: *compatible changes in form and material*

Domestic Scale: *A residential dwelling should be intimately scaled for the use and enjoyment of its inhabitants.*



Precedent: *porches and decorative trim*



PASADENA

7. HISTORIC PRESERVATION

This program is designed to achieve the Principle – Change should be harmonized to preserve Pasadena's historic character and environment.

The basic principles of preservation planning are identification, designation and protection. Identification involves the activities of research, data collection, and evaluation. These activities define what historic resources are important, as well as, Why they are important. Designation and protection involve legislative action. Preservation of the historic character of Pasadena can be accomplished if the mechanism is in place to designate historic resources and authorize review of proposals that may affect them. The following strategies are important to achieve the goal of preservation of Pasadena's historic character and environment: historic context/property type reports; Citywide survey of historic resources; long-range program of conducting Certified Local Government funded intensive surveys; identification of strategies to protect or minimize negative impacts to historic resources; Cultural Heritage Ordinance; incorporation into the City's Land Management System.

8. REVEDEVELOPMENT PROJECT AREAS

The City has eight existing redevelopment project areas. Two of these redevelopment projects are considered completed: San Gabriel and Orange Grove. For those areas which are not in Specific Plan areas and are not completed project areas, the adopted Redevelopment Plans will define the future development as described below.

Lincoln Avenue Redevelopment Project Area.

The General Plan designation is intended to implement the Redevelopment Plan, including the proposed residential uses.

Total New Housing Units = 100

Total New Non-Residential Square Footage = 200,000

General Commercial 200,000

Lincoln Triangle

This area is within the Downtown Redevelopment Project Area, but not in the Central District specific plan area. Along with the Lincoln Triangle Plan it will guide development in this strategy area.

Total New Housing Units = 150

9. MASTER DEVELOPMENT PLANS

Some areas of the City are governed by existing Master Development Plans. These plans set forth the rules for development on property owned by major public institutions in Pasadena and are the implementation tools of the General Plan in these areas. The Master Plans set forth the maximum amount, type and location of future development, which will occur for the institution during the lifespan of the Master Plan. Existing Master Development Plans have been adopted by the City Council for the following institutions:

1. Lake Avenue Congregational Church
2. Valley Hunt Club
3. Annandale Golf Club
4. Pasadena Historical Society
5. Art Center College of Design
6. Las Encinas Hospital
7. Chandler School
8. Huntington Hospital
9. Mayfield School
10. California Institute of Technology
11. Monte Vista Grove Homes
12. Confirmed Word Faith Center
13. Polytechnic School
14. Fuller Theological Seminary
15. Hillside Homes for Children
16. Westridge School for Girls
17. Pasadena Christian School
18. William Carey University/Maranatha School (To Be Prepared)
19. Pacific Asia Museum (To Be Prepared)

Additional Master Plans may be prepared for other institutions in Pasadena if necessary to guide their future development.

11. MANAGEMENT/ADMINISTRATION OF THE GENERAL PLAN

This section outlines the program for administering and updating the General Plan. It also recommends procedures, which are intended to make the General Plan a more effective planning tool for the City.

- a. Annual Reports – The annual review process will consist of a report on meeting the goals and objectives of the General Plan to the Planning Commission, Transportation Advisory Commission, and Northwest Commission, with public hearing concerning the report before the City Council.
- b. Five Years Updates – At five-year intervals, beginning 1998, there will be a major citizen participation effort to re-evaluate the General Plan and update or

change objectives if necessary. If certain General Plan goals are not being achieved through the existing objectives and programs, amendments will be proposed to better achieve these goals. This update process will include at least two public meetings to identify community issues and concerns and at least two additional public meetings to present recommendations for revisions prior to public hearings before the Planning Commission, Transportation Advisory Commission and City Council. This will also be the time to evaluate other influences such as the economy and adjust the General Plan accordingly. The second five-year period will begin with the final adoption of the Land Use and Mobility Element Update in 2003.

- c. General Plan Amendments – Any proposed amendments would be taken to the Planning Commission and City Council in two annual cycles – one to coincide with the annual General Plan review and a mid-year cycle. If necessary, up to two additional amendment cycles will be added each year. The following criteria must be met in order for a proposed amendment to be accepted:

- All amendments must be consistent with the overall principles, objectives and policies of the entire General Plan.
- Size – Parcel specific amendments will be discouraged. If a parcel specific amendment application is received, staff normally will recommend to the Planning Commission a larger study area.

Applicants may initiate amendments to the Land Use Diagram but not to the text of the General Plan. Only the Planning Commission and the City Council may initiate amendments to the text.

- d. Development of a Geographic Information System (GIS) – A computerized land use mapping and information will be used tracking and other database needs of the City. Traffic and fiscal modeling can also be integrated into the GIS system. This could assist in maintaining consistency between the Land Use and Mobility Elements.
- e. General Plan's role in Budget Development Plan – The General Plan will become an integrating tool for setting spending priorities and developing work programs for the City. These spending priorities and work programs for the basis for each year's operating budget for the City.
- f. General Plan's role in the Capital Improvement Program Construction of public facilities and infrastructure is an important link between the development of the City and the implementation of the General Plan. The City's Capital Improvements Program (CIP) itemizes specific improvements and indicates the schedule and anticipated funding.



The Capital Improvement Program enables the implementation of the City's fiscal policies in a manner that is consistent with the goals and policies of the General Plan. For example, to implement the General Plan objective of maintaining and acquiring open space, the city can identify park maintenance projects or specific parcels of land to purchase. The CIP can also be used to implement targeted development objectives by locating and programming public facilities and infrastructure in areas where targeted development is planned. By stipulating land uses and intensities, the General Plan provides the basis for the design and capacity of public facilities necessary to meet the community's future infrastructure needs.

The Six Year Capital Improvement Program is prepared every two years; each preparation year will be initiated with a City Council workshop to establish priorities for General Plan implementation. A Planning Commission CIP Subcommittee should subsequently review the proposed CIP consistency with the General Plan.